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THE NATIONAL NEWSPAPER OF MARKETING

'Couldn't Say Good-bye'

Anaconda Shifts K&E, Appoints Wilson, Haight

NEW YORK, March 16—Anaconda Co. has switched agencies for its corporate account and for the account of its subsidiary, Anaconda American Brass Co.

Wilson, Haight & Welch, Hartford, will service American Brass Co., Waterbury, effective June 1, to effect "a closer liaison" between client and agency, the parent company said. Kenyon & Eckhardt, New York, is the former agency. The account billed about $600,000 last year, Anaconda estimated.

■ Meanwhile, corporate advertising for Anaconda has been shifted to K&E. Joe Hobbins, Anaconda ad manager, said today that K&E was appointed "because we wanted to keep its services." Albert Frank-Guenther Law is the former agency on this account. Although the company said the account could bill "a potentially big" figure, it estimated last year's billings at $200,000.

Two of Anaconda's subsidiaries will keep their present agencies, the company said. Anaconda Wire & Cable Co. will remain with G. M. Basford Co., and Anaconda Aluminum Co. will stay with Griswold-Eshleman, Cleveland. #

National BBB Raps Denver Truth Drive as Rule Violation

NEW YORK, March 16—The "truth in advertising" program undertaken by the Denver Better Business Bureau violates the policies of the Assn. of Better Business Bureaus and could terminate the bureau's membership in the association, the national group says.

Following ADVERTISING AGE's report of the Denver program (AA, Feb. 27), the association issued a memorandum to its member bureaus pointing out that long-standing policies prohibit any commercial use of the BBB name.

Under the Denver program, members who pledge to observe a 10-point advertising code are entitled to display a special "emblem of truth." The program is open only to those who subscribe $180 to help defray promotional and policing costs.

■ The Denver bureau was advised on Sept. 22 that bureaus "could not endorse, approve or recommend directly or indirectly any company, service, product," etc. Such policy could be changed only by the association membership, the bureau was told. It was warned that unless the program was altered or terminated, the bureau's membership would be jeopardized.

The matter is scheduled for study and report at the association's annual meeting, May 7-12 in

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A Dixie Cup Dispenser in your kitchen means far fewer glasses to wash. And, kids love to help themselves with colorful Dixie Cups. A Dixie Dispenser in the bathroom replaces the glass that could spread the 'bug' that lays the whole family low. Keep one in each room. See if your family doesn't have fewer colds!

TWO-FOR-ONE—*Dixie Cup will launch its two-for-one dispenser offer with this one-time-only color ad with coupon in the April 15 issue of The Saturday Evening Post* *(See story on Page 8).*

N. Carolina Shifts $375,000 Account Back to Bennett

Ad Group Takes Cue That 'Today's Custom' Is to 'Spread Account Around'

By Lawrence Bernard

RALEIGH, March 15—North Carolina tourist and industrial advertising—billing a minimum of $750,000 over the next two years—was awarded tonight to Bennett-Advertising, of High Point, at the close of a tension-packed day in the course of which nine agencies made public presentations before the North Carolina Board of Conservation & Development.

Two of the agencies were from New York, six from this state and one from South Carolina. A tenth agency, from Philadelphia, bowed out at the last minute.

The state account spends about $375,000 annually in commission-

(Continued on Page 102)

Kintner Goes Out Like Lion . . .

FTC Hits Analgesics, Colgate, Alcoa, Tires

FTC Complaints Deny Pain Pills Vary Greatly in Speed of Relief

For news of the FTC order on oil company sales contracts with Firestone and Goodyear, see story on Page 3.

WASHINGTON, March 17—The Federal Trade Commission rattled the nerves of the leading analgesics marketers today in a series of complaints which say that there is no truth to claims that one brand relieves headaches faster than another.

The commission said five leading brands have been making conflicting claims of this kind. It contended, "The truth is, there is no significant difference in the rate of speed with which these or any other such preparations relieve pain."

Scooped up in FTC's industry-wide drive were:

- American Home Products Corp., New York, for Anacin.
- Bristol-Myers, New York, Bufferin.
- Sterling Drug Inc., New York, Bayer aspirin and Bayer aspirin for children.
- Plough Inc., Memphis, St. Joseph aspirin.

A second Bristol-Myers product, Excedrin, was also cited. Contrary to Bristol-Myers' ads, FTC said, Excedrin is not an extra-strength pain reliever, nor is it 50% stronger than aspirin.

FTC actions culminated a long period of investigation, while the commission reportedly secured special scientific research.

The complaint against Bufferin singled out the statement, "Bufferin adds special ingredients to its aspirin that rushes the pain reliever through your system. For millions, Bufferin acts twice as fast as aspirin."

Also mentioned by FTC were

(Continued on Page 101)

Alcoa Hit by Consent Order; Colgate Loses 'Invisible Shield' Case

WASHINGTON, March 17—The Federal Trade Commission wound up action in two advertising cases this week, involving Alcoa and Colgate.

The FTC today announced a consent order which requires Alcoa, Wear-Ever Aluminum Inc. and Ketchum, MacLeod & Grove to stop using ads misrepresenting the qualities of Super-Strength Alcoa Wrap, and disparaging its competitors.

The commission's case against Colgate's "invisible shield" culminated Wednesday in a decision ordering Colgate to avoid any ad misrepresenting the degree of protection against tooth decay afforded by its dentifrice.

■ Colgate had dropped the disputed ads soon after FTC issued a complaint in November, 1959. An opinion by Commissioner William C. Kern said today that the order was still necessary because Colgate has continued to insist there was

(Continued on Page 101)

Dixon—in Like Lion . . .

Dixon Seeks Ways to Speed Work of FTC

FTC Boss Tells Senators False Ads Can Injure Public, Build Monopolies

WASHINGTON, March 15—Paul Rand Dixon was ready to take charge of the Federal Trade Commission this week, after giving Congress a detailed picture of the new powers and procedures he has in mind to speed the commission's work.

Drawing on nearly 20 years of experience as a member of FTC's staff, and as chief counsel of the Kefauver anti-monopoly committee, he told the Senate commerce committee this week that "justice delayed is justice denied." The committee noted its agreement by promptly clearing his nomination for Senate action.

While Presidential appointees normally beg off from any detailed discussion of their plans, Mr. Dixon willingly spread his ideas on the record. Committee members welcomed the opportunity to probe, and the routine confirmation hearing eventually blossomed into a two-day session.

■ Although most of his experience has been in the anti-monopoly field, the new chairman clearly welcomed the opportunity to

(Continued on Page 101)

Ad Field Not Seriously Hit by Slump, AA Finds

Some Clients' Cutbacks Offset by Budget Hikes by Others, Survey Shows

CHICAGO, March 17—The current business recession is apparently having a very limited effect on the advertising business.

A check of leading companies and advertising agencies by ADVERTISING AGE this week shows that advertising cutbacks are occurring mostly at companies where sales are down—primarily among big-ticket items like autos, appliances and furniture.

Agencies, operating under the tried and true maxim of not putting all their eggs in one basket, for the most part report that billings cutbacks by some clients are offset by increases on the part of others.

While there is no consensus on when the economic picture will return to normal, it seems evident from the survey that advertisers are not being frightened into heavy budget slashing as a precautionary measure.

From advertisers and agencies come these individual reports:

■ **Ted Bates & Co.**, New York, an agency heavily weighted with package goods accounts, reported its standard budgets—omitting any increase from new business—up,

(Continued on Page 109)

Auto Makers Optimistic About Spring Sales

DETROIT, March 17—Reports on car sales for the first ten days of March give indication that the spring upturn in the auto industry is on the way:

- **American Motors** reported Rambler sales for the first third of the month were highest ever recorded for a comparable period, and 31.2% ahead of the first ten days of February.
- **Lincoln-Mercury** sales for the period were 20% higher than a month ago.
- **Pontiac** had its best ten days this year, a 17% increase over the previous ten days.
- **Ford** division passenger car sales were up 13% over the first ten days of February, and Ford Motor Co. said it had hiked its second quarter production schedules by 25% over the first quarter, with indications that the boost may be "too modest."
- **Chrysler Corp.** announced it was increasing its March production schedule by 25%, due to "continued improvement in retail deliveries and dealer orders." The company's retail sales during March 1-10 were 16% above the daily rate in February. #

Last Minute News Flashes

Bristol Labs Names Sudler & Hennessey

NEW YORK, March 17—Bristol Laboratories, ethical drug division of Bristol-Myers Co., has revamped its agency roster. Sudler & Hennessey has succeeded Sproul & Associates as Bristol's second agency, and there will be a product realignment, with most of Bristol's new products (notably Staphcillin) assigned to Burdick & Becker. Bristol will be spending about $2,000,000 in 1961, with Burdick & Becker slated for about 60% of these billings.

Standard Screw Switches to Buchen

BELLWOOD, ILL., March 17—Standard Screw Co. has appointed Buchen Advertising, Chicago, to handle all advertising for its fasteners and plumbing faucet products, effective at once. The company, which reportedly has been billing about $125,000, may bill up to $300,000 this year. Roche, Rickerd & Cleary, Chicago, is the previous agency on this account.

Italian Line Asks Five Agencies to Bid for Its Account

NEW YORK, March 17—The Italian Line, after "extensive research," has invited five agencies to make presentations for its account, which has been at Cunningham & Walsh since 1950. The move was prompted in part by the return of American Export Lines to C&W (AA, Jan. 23) and its current ads which picture Uncle Sam and urge readers to ship on American lines.

(Additional News Flashes on Page 101)

Domination via Concentration Is Alcoa's Ad Plan

'Adikam' Revamp of Market Strategy Stresses More Ads in Fewer Media

DETROIT, March 17—Aluminum Co. of America has revamped its marketing structure, concentrating its advertising in key markets and in fewer than half its customary media to achieve dominant impact.

Alcoa's Adikam program—"Advertising Dominance in Key Aluminum Markets"—reportedly has given "Alcoa the means to make an impression in these areas that hold the greatest sales potential."

Details of the Adikam plan are revealed for the first time by Jay M. Sharp, manager of general advertising, in an address prepared for delivery here March 20 at an observance of Industrial Advertising Day.

Instead of its previous 52 separate product programs—and 52 "separate little ad departments"—Alcoa this year has seven market-oriented programs and an integrated plan, and it believes it is covering all the products and industries it did before.

■ Last year Alcoa bought space in 242 magazines. This year, with about the same budget, Alcoa ads are only in 118 books, chosen as best for its purposes. But the ads are bigger and appear more often; the company has no doubt that the impact is much stronger.

"Reach buyers in terms of what they buy and where they buy it" is the "golden rule" of Adikam, evolved with the full cooperation of Fuller & Smith & Ross, the Alcoa agency. The agency was credited by the company for "contributing much to the original concept."

Concentration and dominance constitute the basis of Adikam.

Alcoa believes that all advertising must be concentrated (1) by medium; (2) by creative theme or approach; (3) in accordance with major market and use categories; and (4) to reach key geographical areas.

■ Dominance, to Alcoa, means that every campaign must have continuity. This translates into frequency—"fewer books, more ads." Also, the company believes that economics dictates dominance in only the top media. Frequency and continuity, as a consequence, thus apply to prime buying audiences only, Alcoa believes.

Further, dominance must be carried out physically in large space units—full pages, spreads and multiple page inserts. It must also be carried out creatively through the use of major themes.

Because Alcoa advertising is "stronger," more dominant, and especially because it is "market-oriented in depth," the company believes it can use it to gain sales promotion and merchandising in depth.

Mr. Sharp, who also is chairman of the board of the Assn. of Industrial Advertisers, expressed the company's conviction that its concentrated, highly coordinated master media plan has given it a "communications crossover" effect which is "powerful, cumulative and unbeatable."

Among reasons for the radical change were:

• Alcoa's realization that the large volume of ads in all media today is tending to obscure one another and making it difficult for any advertiser to stand out.

• The fact that buying power is concentrated geographically in key market areas (in metalworking, 69% of the industry in the U.S. is in 38 markets).

Mr. Sharp said he is "Quite certain that the 'all things to all people' advertising approach is gone forever. This is luxury that even the largest advertising budget cannot support," he said.

He called the "battle for attention" one of the "great challenges of our time." #

L&M Drops ABC's 'Untouchables'; New Sponsors Set

NEW YORK, March 16—"The Untouchables," the ABC-TV crime drama which rates high with Americans generally, but which has been subject to great pressure from Italian-American groups who claim it maligns them, has lost its principal sponsor.

Liggett & Myers Tobacco Co., the principal target of boycott threats by Italian groups and by the International Longshoremen Assn.'s head, Anthony Anastasia, announced that "The Untouchables" would not be renewed for the coming season.

The tobacco maker also dropped its participations on two other ABC shows—"Asphalt Jungle" and "Adventures in Paradise." McCann-Erickson, agency for the company on these shows, said L&M canceled because all three of these hour shows have been moved from a 9:30 to 10 p. m. (EST) starting time, beginning next fall.

■ Sources at ABC said that the L&M time on "The Untouchables" immediately was snapped up by three other companies, but they would not say who the new sponsors are.

Other present co-sponsors, according to ABC, are sticking with the program. They include Beecham, Armour, Corn Products and Whitehall Pharmacal. These, too, can expect to hear from Italian-Americans, who don't like the depicting of Italian-named gangsters in the series. Rep. Alfred E. Santangelo (D., N.Y.), a leader in the move against the show, told ADVERTISING AGE this week that there are plans to "go after" other sponsors on the show. He indicated that the campaign would be pushed in cooperation with unions and retailers.

"The Untouchables," "Asphalt Jungle" and "Adventures in Paradise" are being moved to a later time period to accommodate shows that are co-sponsored by Brown & Williamson Tobacco Co. and Procter & Gamble. #

SONY • for good living... and good giving Manhattan

FOR FATHER'S DAY—*Sony Corp. of America will tie in with Manhattan Shirt Co. in this color spread in the June Esquire. For its regular spring campaign, Sony is using six magazines and newspapers in over 100 markets, backed by dealer aids. Willsted & Shacter, New York, is Sony's agency of record.*

Collins Urges Putting Quality Shows in Prime Time, Soft Pedaling Violence

NEW YORK, March 15—LeRoy Collins, president of the National Assn. of Broadcasters, continues to tell the broadcast industry not only what he thinks is wrong with it but what he believes should be done about it.

His latest shake-them-up speech to broadcasters, who have been used to association executives who tell them how wonderful they are, came today before the Radio & Television Executives Society.

After assuring his audience in charming southern gentleman fashion that he was really on their side, Mr. Collins said he didn't take his NAB job to be a front man who kept "everybody happy by stroking the fur of the right people in the right direction."

He said he wanted the job only if he could provide effective leadership for the improvement of broadcasting and for public support of broadcasting.

■ Mr. Collins called for improvements in two areas that obviously are of much concern to him: (1) Excessive violence on tv and (2) the amount of "very-high level programming in prime time."

He asked the industry for prompt action on these two specific proposals:

• "Let us make a more concerted effort at all levels of film production, network programming and station programming to eliminate the employment of excessive violence—which is projected without regard to plot. Heartening beginnings in this direction have been made by the networks and through the efforts of our NAB code administration. But we need to develop cooperatively a workable set of guide-lines that will go further toward eliminating the most objectionable occurrence of violence-for-the-sake-of-violence from the American television screen.

• "Let us seek to increase and improve the amount of very-high level programming in prime time—programming in such areas as outstanding drama, fine music, public information and education, programming which through its quality will prove highly entertaining to substantial segments of the audience.

"Specifically, it is my hope that the three great television networks will undertake to present an agreed-upon amount of such programming, say perhaps a combined total of six hours a week in prime time, so that throughout each week there would be an assured diversity including the availability of such blue ribbon programs.

"Then let us strive to obtain sponsorship of such programming and get the stations throughout the country to agree to carry it during the evening hours. This would be a cooperative venture in which all of us can participate—networks, stations, advertisers alike . . . If this degree of cooperation requires clearance from the Department of Justice, we shall

(Continued on Page 102)

Ads' Din Drowns Out Health Info, Forum Is Warned

Speakers Urge Criminal Prosecutions by FTC in False Advertising Cases

NEW YORK, March 16—The health commissioner of New York Ctiy said this week that the health field must find some way to combat advertising and get its message across to the public.

Dr. Leona Baumgartner told the National Health Forum that many lives could be saved if diseases were discovered early enough.

Another speaker at the three-day conference urged more vigorous policing of drug advertising. Maye A. Russ, director of the food, drug and cosmetic division of the National Better Business Bureau, asserted that the government should file criminal suits against "purveyors of worthless remedies."

Dr. Baumgartner said that "an estimated one-half of all cases of cancer" could be cured by finding them soon enough. She complained that too many health workers talk to themselves instead of the public. And she complained that health messages are drowned out by advertising.

"If we present statistics showing the relationship between smoking and cancer, we are fighting two-page ads in full color telling people to enjoy the refreshing flavor of a good smoke," she said.

■ "We plan a tv show, and it is snowed under by a giant spectacular on another network underwritten by hundreds of thousands of dollars and oozing with glamour.

"We are fighting a barrage of fast-gun experts; tired blood; fast, fast relief; money-making schemes; cut-rate book offers; and bunkum and baloney—all of it extremely loud."

Reviewing the regulatory powers of the federal government, Miss Russ said government bodies are hampered at many points.

She cited the case of Regimen tablets, advertised as a "wonder drug for no-diet reducing." Miss Russ related that the Post Office got the Regimen promoters to stop using the mails, but, she said, the company "had already effected drug store distribution, and advertising containing essentially the same claims continued unabated for more than three years, until the New York County district attorney issued a criminal information charging conspiracy and false advertising in June, 1960."

■ Miss Russ added that by the time the Post Office issues a fraud order, the "advertiser may have already launched a similar advertising campaign for another product, or the same product under another name and using a different address."

Miss Russ noted that in the past two and one-half years the Federal Trade Commission has stepped up its activities in the area of false advertising, but she lamented that some of these actions have been limited to the honesty of television demonstrations, rather than the merits of the products themselves in relation to the advertised claims.

She added that if an action is directed only against an allegedly deceptive visual demonstration, "then I think the impression is created in the minds of many that there is no question concerning the accuracy of all other claims, which is not always the case." #

Highlights of This Week's Issue

Marvin Bower, managing director, McKinsey & Co., says the marketing executive can best help his company face the present period of intense competition by helping develop some simple concepts and philosophies of competition ..... **Page 6**

Dixie Cup division of American Can Co. will launch its first coupon offer since last year with a four-color page ad in the April 15 issue of The Saturday Evening Post ..... **Page 8**

Swedish government takes action to prevent ships from sending commercial radio programs from international waters in the Baltic to beat the ban on commercial broadcasting in Scandinavia ..... **Page 15**

Industrial Marketing survey reports business publication advertising page volume in February dropped 11.2% below the volume for February, 1960 ..... **Page 30**

In a unanimous reversal of a previous theory, the New York court of appeals rules that a grocer is now liable to the family of a shopper to whom he sells harmful food, as well as to the individual shopper ..... **Page 32**

Albert J. Wood, president of A. J. Wood Research Corp., says advertising has been neglecting such important segments of the market as the older age group and teen agers ..... **Page 36**

Airequipt Mfg. Co. launches a $300,000 campaign to introduce its new Superba Sonic wireless-controlled slide projector ..... **Page 39**

Robert M. Bell, supervisor of conventions, meetings and special activities in the merchandising department of the Frigidaire division of General Motors Corp., is promoted to advertising manager of the division ..... **Page 42**

Stephen White, writer in Horizon, says the level of talent on display in advertising is far higher than that on view in the popular arts ..... **Page 43**

Crowell-Collier Publishing Co. reports consolidated sales of $44,498,146 for the year ended Dec. 31, compared with $35,491,211 in 1959 ..... **Page 54**

Advertising Requirements will change its name to Advertising & Sales Promotion, effective with its May issue ..... **Page 60**

Vance Packard's "The Waste Makers" receives new criticism, following British publication ..... **Page 69**

International Salt Co. will use newspapers and outdoor advertising to promote "salad time" this spring ..... **Page 74**

C. J. Hibbard, director of public relations of Pet Milk Co., denies a published report that the company will drop out of national advertising ..... **Page 75**

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Few Sponsor Holdouts as Expanded Big League Baseball Nears Air Time

NEW YORK, March 14—Baseball's radio-tv sponsorship lineup began to shape up earlier than usual this season, despite the fact that the addition of two new teams in the American League has increased the number of stations vying for advertisers' dollars.

Most radio and tv stations carrying major league baseball already have sold out their coverage. KHJ-TV's telecasts of the Los Angeles Angels, new to the American League this year, have sponsors, while one-sixth of these games remain open on radio station KMPC. The Washington Senators of last year have moved north to become the Minnesota Twins. Tv coverage of the Twins on WTCN is about half sold, while WCCO's radio broadcasts are two-thirds sold.

■ The newly organized Washington Senators have moved into the nation's capital, to make ten teams in the American League. Each club in the league will play 162 games this season, while the National League will continue with the traditional eight teams, each playing 154 games.

The battery of sponsors again this season shows a small number of rookies, while many of the old-timers are returning for the fourth season or more. Leading the league once more are beer companies, with a brewer's dozen included in the roster. Heavy backing is supplied by Ballantine, Hamm, Anheuser-Busch and Falstaff.

■ American Tobacco is far and away the sport's biggest fan this year, providing money for about 12 radio and tv pickups. Some five tobacco company backers are matched by an equal number of oil companies, with Atlantic Re-

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Tire Sales Deals With Gas Stations 'Unfair,' Says FTC

Ruling Hits Atlantic, Shell Arrangements with Firestone, Goodyear

WASHINGTON, March 16—In a major attack on sales arrangements for accessories in the filling station business, the Federal Trade Commission ruled today that "sales commission contracts" between tire companies and big oil companies are an unfair trade practice.

The decision, which rates among the most important of recent years, is directed at arrangements which enable Atlantic and Shell to collect 7½% to 10% commissions on Firestone and Goodyear products sold through Atlantic and Shell stations. The opinions, by outgoing Chairman Earl Kintner, said stations were coerced, and smaller tire companies were shut out of important distribution channels.

After lengthy hearings dating back to 1956, hearing examiner Earl Kolb had ruled in October, 1959, that the oil companies were asserting illegal coercive power over the stations. In today's decision, however, Chairman Kintner carried the responsibility back to include the tire companies, too, as the commission issued a cease and desist order covering both the tire companies and the oil companies.

■ About a decade ago, Chairman Kintner noted, the big oil companies were securing tire-battery-accessory supplies competitively under purchase-resale arrangements. In the early 1950s, they switched to the sales commission system, which provided a commission and relieved them of the expenses connected with financing, warehousing and delivery.

In 1955, Atlantic collected over $1,063,000 in commissions from Goodyear and Firestone, on $11,262,000 of purchases, FTC found. By 1957, Shell was collecting $3,500,000 annually from the two tire

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Ludgin Drops Easy Washer Account as Sales, Billings Decline

CHICAGO, March 16—Earle Ludgin & Co. has resigned Easy laundry division of Murray Corp. of America after more than four years on the account.

George Rink, vp and general manager of Ludgin, told ADVERTISING AGE that Easy has been a dormant consumer advertising account for the past two years, and the resignation is being effected to "free the agency for other possible appliance business." Ludgin will continue to service Easy until another agency is chosen, Mr. Rink said.

Easy, at one time a major advertiser, has done little consumer advertising for the past two years. No budget has been approved for 1961. The account billed about $200,000 last year and $350,000 in 1959. When Ludgin landed Easy in 1956, billings were estimated at $2,000,000, but this figure was revised by Ludgin to be much closer to $750,000.

■ Easy, which manufactures washers, dryers and combination washer-dryers, has reduced its advertising budgets over the past four years to compensate for reported declining sales. The company has been plagued by two product failures (combination washer-dryers in 1956 and 1957), and it hit a soft market about two years ago.

Because it is a single-line appliance manufacturer, Easy has had tough sledding in competition with the full-line appliance giants.

Ludgin's resignation follows on the heels of a major shift in Easy's top management. Parker H. Ericksen resigned last month as a vp of Murray and general manager of the Easy division. Mr. Ericksen and the Ludgin agency were also associated when he was general manager of the Crosley & Bendix appliance division of Avco Corp. He has not announced his plans and his successor has not been appointed at Easy.

■ Ludgin snared the Easy account more than four years ago, succeeding Batten, Barton, Durstine & Osborn, which resigned Easy to take on Philco (AA, Nov. 5, '56). #

'Advertising Age' Opens L. A. Office

LOS ANGELES, March 16—ADVERTISING AGE has opened an editorial office in Los Angeles. The address is 5880 Hollywood Blvd. and the telephone numbers are Hollywood 4-8411 and Hollywood 2-1133.

Denis Higgins, who has been an associate editor in AA's New York office, has transferred to the West Coast to man the new editorial office. #

DREAMLINED—*Maidenform will introduce its suits via this page in Harper's Bazaar and Glamour.*

Maidenform Dreams Up New Product —Swimsuit; Augments Media Lineup

Despite Critics, 'Dream' Ads Have Given Company 20% Share of Bra Market

NEW YORK, March 14—One of advertising's oldest continuous campaigns—and one of its most criticized—is starting its 12th year, stronger than ever. It's the Maidenform "dream" campaign which, despite what its critics say, is credited by the company with making Maidenform the largest bra manufacturer in the U. S.

Although the campaign has stirred up plenty of criticism—by both professionals and consumers—through the years, it has stirred up plenty of sales, too. Gross sales were $14,000,000 in 1949, when the first Maidenform model sallied into print with the improbable statement: "I dreamed I went shopping in my Maidenform bra." By last year, sales had increased 250%, to $35,000,000 while the Maidenform models kept on dreaming.

■ The company says that 20% of the bras sold in the U. S. are Maidenform, and it is estimated that none of its competitors has more than an 8% share of the market. So why stop dreaming, the company asks, as it continues to allocate almost 10% of its annual gross to its dream campaign, currently running close to $3,500,000.

■ This year the company is undertaking the first product diversification in its 37-year history, the

(Continued on Page 108)

Buyers Get More Impulsive; $1.25 Is 'Concern Point' Now

CHICAGO, March 15—Not as carefree about their spending as they would like to appear, Americans begin to show concious concern about money—on the average, in impulse purchases—at the $1.25 price level.

So says John K. Diederichs, director of techno-economics research at Armour Research Foundation. He told bankers and other business men at the American Institute of Banking today that in 1933 this "concern point" was 5¢.

■ Called the "impulse level of buying," the new economic yardstick was determined by studies at the foundation.

Mr. Diederichs explained that the impulse level can be tallied with income, so that in wealthy suburbs it may be 50 times higher than his national average, based on a $5,600 annual family income.

According to him, the urge to consider credit buying is roughly 100 times the cash impulse level, or about $125 for the average consumer.

Toro Drive Aims at Grass Roots

MINNEAPOLIS, March 15—Toro Mfg. Corp. is getting ready to mow 'em down—the lawns of America, that is—with what may be the biggest power mower ad budget thus far.

The company hopes to reach America's grass roots via a "$1,000,000-plus" ad and sales promotion investment, of which nearly $600,000 has been tabbed for consumer and trade media, plus co-op advertising.

■ Double-page units have been scheduled through April, May, and June in *Life*, *Popular Gardening*, *Reader's Digest*, and *The Saturday Evening Post*. During the latter two months, the *Digest* and *Post* will be teamed on split-run promotion of specific products in regional markets.

Toro will attempt to convert its national efforts into local store traffic by plugging, in all ads, a free 16-page "Lawn Games by Toro" booklet, available only from company dealers. In the process, Toro hopes dealers will pick up related seed, sprinkler, and equipment sales as the consumers angle for more fun on the grass.

■ The company expects distributor-dealer tie-ins via newspapers, radio and tv, with one distributor—Toro Power House Inc., White Plains, N.Y.—planning a $75,000 co-op mower push by 200 dealers.

On the trade side, Toro's promotional swath will cut through *Building Products Dealer*, *Building Supply News*, *Electrical Merchandising Week*, *Farm Store Merchandising*, *Garden Supply Merchandiser*, *Hardware Age*, *Hardware & Housewares*, *Hardware Retailer*, *Hardware World*, *Implement & Tractor*, *Mart Magazine*, *Modern Garden Center*, and *Southern Hardware*.

In Canada, Toro will use *Farm Equipment Dealer*, *Garden Supply & Hardware Dealer*, *Hardware Merchandising*, and *Le Quincailler*.

The company said Toro trade ads "will be used consistently throughout the year to level out the seasonal nature of the power mower industry."

Batten, Barton, Durstine & Osborn, Minneapolis, is handling the campaign. #

TV Specials Not Very Special; Cutbacks Loom

Too Often Form Was Used for Wrong Reasons, Grey Exec Declares

NEW YORK, March 15—Are tv specials doing the job they're supposed to?

"As originally conceived," A. L. Hollender, exec vp and head of broadcast activity at Grey Advertising Agency, said in an interview with ADVERTISING AGE, "the special was to deal with an important, exciting, non-weekly, non-continuous form of tv programming. In some cases, however, it became just an excuse to put a one-time advertiser on the air, or, for networks, to fulfill commitments with actors."

Such haphazard approaches to specials, he added, can be harmful. The advertiser on a special is often disappointed because he doesn't get the exciting programming he expected. Sponsors of the regularly scheduled show, which was pre-empted for the special, can be harmed when the special fails to pull the anticipated rating; it takes time to rebuild the rating of the regular show. Finally, the barrage of so-called specials may kill public interest.

Grey, he said, led the agency league in the specials race during the 1959-'60 season, with a Nielsen average audience rating of 27 and an average audience share of 49. Next came Doner & Peck, with a 23 rating and a 40 share; followed by McCann-Erickson, with a 23 rating and a 38 share.

■ Unless there is an event of overriding importance, Grey usually thinks of specials in terms of important personalities, Mr. Hollender said. The agency selected Debbie Reynolds, for example, for her first special because of her box office appeal and her rare tv appearances. Harry Belafonte was chosen because he is a popular personality infrequently seen on tv. Bobby Darin was tagged because of his "tremendous record success."

Grey developed the Miss Universe special, basing its selection on the success of the tv coverage of the Miss America contest. Also in the Grey camp are the Oscar awards, the Emmy awards, Macy's Thanksgiving Day parade, and such classic shows as the "Wizard of Oz" and "Peter Pan."

The big specials-buying clients are Procter & Gamble, Revlon and Benrus, among others.

■ "As soon as you start doing specials on a mass basis," said Mr. Hollender, pointing out that NBC set aside 104 hours in the 1959-'60 season for the purpose, "you start losing quality."

He added that when the network did have a good special to put on in the designated time slot the show was done as economically as possible.

NBC and other networks real-

(Continued on Page 104)

Toy Makers See TV Code Causing Few Ad Changes

TV Ads 'No Guarantee of Toy Success,' but 'Retailers Demand 'em'

NEW YORK, March 14—The toy industry—current "Peck's bad boy" of tv advertising—is bristling over criticism leveled at it but probably will accept temporary guidelines proposed recently by the New York office of the National Assn. of Broadcasters' tv code review board.

This was the indication as the 58th annual American Toy Fair yesterday opened a ten-day stand here. Some 13,000 toy buyers are expected to trek through two hotels, and dozens of permanent showrooms in a quest for 1961 playthings.

At a press breakfast sponsored by the Toy Manufacturers of the U. S. A., the most lively reaction

came when a reporter asked for comments on the industry's television black eye.

■ Edward P. Parker, association president, said, "The whole industry has been tarred with this brush, that is completely unjustified."

The proposed guide for television toy advertising found no objections among advertisers present. Mr. Parker said, "I doubt if it's as necessary as it seems, but we would not oppose it."

He noted with some annoyance that the association, which represents about 400 manufacturers and includes many of tv's top toy advertisers, had not been approached by the committee constructing the code.

TV toy advertisers spent probably $7,000,000 last year, of which more than $5,000,000 was for spot, according to preliminary estimates by the Television Bureau of Advertising.

"Sometimes criticism becomes a vogue," a toy company president commented. "Some criticism was valid, but in the main it does not have justification."

He said remarkable consumer values are being offered in toys, as evidenced by a 1960 profit ratio of 1.95%—about one-third the figure registered by the average U. S. manufacturer.

■ An eastern manufacturer who is a major tv advertiser, commented: "Too many people are looking for hidden meanings in our advertising. God forbid we should simply say the kids like what we are selling and that's why they buy it."

Another said 99% of the toys advertised on television are "good buys" and that he is "all in favor" of the proposed code. He indicated he didn't feel it would harm any legitimate advertiser.

Mr. Parker told the press meeting: "The only question the buyer ever asks is, 'What are you going to have on tv?' The hardest thing is to sell an item on tv."

Pointing out that department stores use their toy departments to bring in traffic ("They always stick them on the fifth floor") Mr. Parker added, "It's going to be an awfully difficult thing for a department store not to carry television advertised toys." He said most stores will stock tv promoted toys.

■ Another industry executive commented: "Tv does not guarantee success of a product. There are many more flops than successes, and many items sold year 'round never go on tv." More than 600 toys were advertised on tv last year and "many of them did not sell," he said.

At the fair itself, the trend to science toys continued strong as ever, abetted this year by special emphasis on Civil War centennial items. Character merchandising lines, drawn from television personalities, real and animated, continued to make important sales gains.

■ Retail toy volume in 1960 was $1.7 billion, according to the toy manufacturers—an increase of less than 0.5% over 1959. Manufacturers expressed confidence there would be increased sales, profits and advertising budgets this year.

Proposed Code for Toy Advertising on TV

The following do's and don'ts are scheduled for consideration at the next meeting of the tv code review board of the National Assn. of Broadcasters. It was their release on the eve of the annual Toy Fair which provoked the discussion reported in the accompanying story.

I. Dramatic Representation

A. Avoid — Demonstrations or dramatizations that show a toy in use in a manner that is not authentic; dramatizations from real life staged without clear qualification; demonstrations suggesting attributes not inherent in the toy as priced; unfair glamorization of the product via large displays; dazzling visual effects and sounds of the real objects.

B. Seek—Reflections of the toy in the framework of a play environment, performing in a way actually representing the toy; sounds, movements and settings for the toy which a child is reasonably capable of producing.

II. Sense of Value (Price and Status Motivation)

A. Avoid — Oversimplification such as "only" and "just," applied to the price of a toy exceeding a few dollars; inferring [sic] that a toy requiring a material investment can be had for the asking; presumptions that every boy and girl wants, or should have, a toy, especially when it is high priced; appeals contending that if a child has a toy, he betters his peers or, lacking it, will invite their contempt or ridicule.

B. Seek—To present a toy on its actual merits as a plaything; to make clear the special nature of the toy of above average cost.

III. Method of Presentation

A. Avoid — Hammering the sales message, whether it be by high decibel volume or other means which demand a child's attention.

B. Seek—An approach to children appealing to their imagination while supplying them with the facts they should know about the toy. #

IDEAL TOY SETS $3,000,000 BUDGET

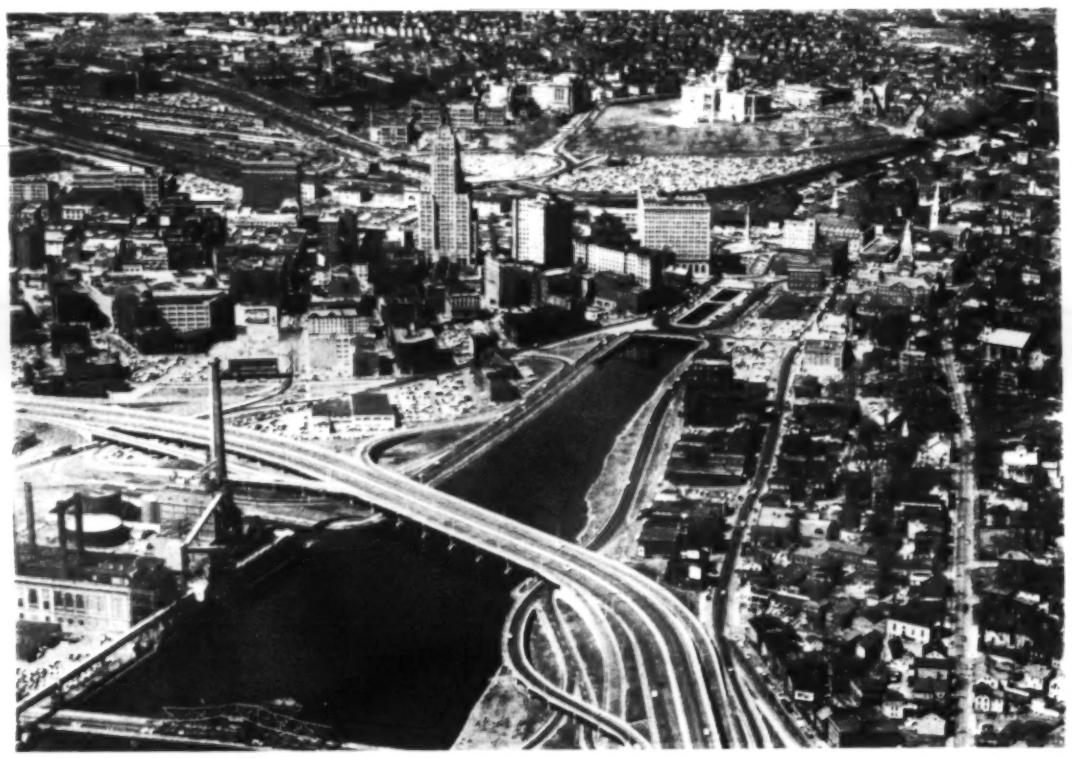
NEW YORK, March 14—Ideal Toy Corp. said today it will spend $3,000,000 for television and magazine advertising in 1961, and called it "the largest single advertising budget in the history of the toy industry."

Filmed color commercials will be used for the first time in a program which covers five divisions, including toys and dolls, hobbies and a new large-scale venture into the games field. Grey Advertising Agency is the agency.

Last year Mr. Machine sold more than 500,000 units and was the year's most popular toy, according to Ideal. In 1961, the company hopes to top Mr. Machine with Robot Commando, a battery-operated remote control one-man army that responds to voice commands. #

A ONE-IN-A-MILLION TEST MARKET

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS



You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL-BULLETIN

Greensboro—
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells a lot of furniture, household goods and radios—trails just behind such primary markets as Knoxville and Little Rock. 22% gain 1959 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1960 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT This Week ?

In today's savagely competitive market, THIS WEEK delivers the impact where you need it most week after week—in 13,500,000 American homes—in 43 "make-or-break" markets where 73% of all retail sales are made!

March 26, 1961
This Week
MAGAZINE
43 GREAT NEWSPAPERS
New medical research seeks the secret of "Cancer Miracles"
PAGE 8
Jack Benny tells how to get a laugh
PAGE 14
The Good Friday Story from the "New English Bible" —retold in the language of today
PAGE 16
Walking on air: Cover girl Natalie Wood is doing the "West Side Jump"
PAGE 20

Check these top advertisers who are using it this week!

PAGE

Campbell's Soups
Gulf Oil Corporation
Libby's Beef Stew
Mutual of Omaha
Pittsburgh Paints
Wallhide Contest
Revlon 'Persuade' Hairdressing
Sanka Aroma-Roast Coffee
Tang

SEVEN-TENTHS OF A PAGE

General Mills, Inc.—
Betty Crocker Scalloped Potatoes
Betty Crocker Au Gratin Potatoes
Wolverine Shoe & Tanning Corp.
Hush Puppies

THREE-FIFTHS OF A PAGE

Log Cabin Syrup

HALF-PAGE

E. R. Squibb & Sons—
Vigran Multi-Vitamin Capsules
General Mills, Inc.—
Betty Crocker New Instant Mashed Potatoes
Karo
Swift & Company—
Swift's Premium Bacon

OTHER

Absorbine, Jr.
Adolph's Meat Tenderizer
Cuticura Soap & Ointment—
A Product of Cuticura Laboratories
Doan's Pills
Dr. Scholl's Foot Powder
Fasteeth
Fidelity Capital Fund—
A Mutual Fund
Geritol
Knapp Aerotred Shoes
Lewis-Howe Co.—
Nature's Remedy
Lysol Brand Disinfectant
Midol
Miles Products—
Alka-Seltzer
NP-27
Ronson Flints

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION **13,500,000**

Pay Less Attention to Ads, More to Product, Bower Tells Marketing Men

Consultant Also Urges Less Reliance on Agency for Marketing Ideas

CHICAGO, March 14—The marketing executive can best help his company face the present period of intense competition by helping develop some simple concepts and philosophies of competition, according to Marvin Bower, managing director, McKinsey & Co., management consultant.

Among the concepts and philosophies Mr. Bower recommended were concentrating on the product performance and service rather than on spending more on advertising, and depending less on the company's advertising agency for marketing ideas.

Mr. Bower addressed the joint meeting of the Sales Marketing Executives of Chicago and the American Marketing Assn. chapter here yesterday.

He gave the group four steps that a marketing executive can take to help his company in a competitive situation:

■ **"1.** Develop a deep understanding yourself of the real role of profits in a competitive economy and of how closely that role is linked with the marketing function; and try to develop that understanding in your top management."

Mr. Bower said that the first thing is to realize that profit is not the real objective of business. The true objective is to sell a product or service of such value to the customer as to entitle the owners of the business to a profit.

Therefore, he said, the way the marketing function can help is by providing leadership in shaping the company's effectiveness in: (1) product performance; (2) service; (3) brand acceptance; and (4) price.

Mr. Bower went on to say: "Experience of the leaders indicates that a dollar spent on improving product performance and service will do more than several dollars spent on increased advertising. Such efforts will improve your brand acceptance and give you something on which to draw for the future."

■ **"2.** Intensify your efforts to build a distributor franchise for your company as well as a consumer (or user) franchise."

The importance of building a distributor franchise grows in proportion to the product's lack of uniqueness or distinction, according to Mr. Bower. He pointed out that the strong competitive positions of Zenith and Armstrong has been established on the basis of equal or superior product performance and strong distributor franchises.

■ **"3.** In order to help your company cope with the profit squeeze, expand the amount and effectiveness of the direct assistance that your marketing function provides for the other functions of the business."

Mr. Bower said that this simply means that the marketing executive must understand "how marketing actions affect the other functions or departments of the business and how to shape up marketing actions so as to maximize company profits by optimizing marketing and non-marketing results and costs."

In order to achieve this, he said, the marketing management must understand "the inter-actions between marketing and non-marketing executives—for example, the real effects on manufacturing costs of specific product characteristics and of product line proliferation,"

NEW DRESS—*After an 18-month study, Schlitz has changed its label. The new label uses more white space, simplified and centralized globe framed with scroll lines and rectangular instead of rhomboid body labels on the bottle.*

and it also requires "a management information and control system that provides cost and other information in proper form for integrated decision making by executives in all departments."

■ **"4.** Develop in your marketing department the concepts, policies and organization capable of providing competitive leadership for your business as a whole—not just your department."

In order for the marketing department to provide such leadership, he said, it must be equipped with "concepts, policies and organization adequate for the job."

This means that the marketing program must be founded on facts —"facts about consumers and distributors and the conditions affecting the purchase, use, distribution, promotion and sale of your products," he said.

One way to achieve this, he said, is to have an adequate staff for fact gathering, but the chief impetus comes from the insistence on facts for decision making by the chief marketing executive and from his personal leadership in making fact-founded rather than un-founded decisions. "He should avoid too many 'experience'-founded decisions."

■ Mr. Bower noted that the marketing department must be equipped with the talent to lay out the competitive strategy and tactics for each product line.

He said that one reason for deficiencies in marketing strategy is the tendency in many companies to leave too much of the marketing planning to the advertising agency. "In my opinion, no marketing department is fully equipped unless it has its own talent to do strategic marketing planning. Of course, that talent should draw on the thinking and skills of its advertising agency; but the agency should think 'with' and not 'for' marketing management," he concluded. ≡

Robbins Pushes Mortgages

Robbins Associates, New York investment house, has scheduled a spot radio campaign in about eight markets to promote FHA insured mortgages. These government insured mortgages recently have been made available for investment by the general public. Metlis & Lebow Corp. is the agency.

Bell, Gornick Join NL&B

Stephen P. Bell and Joseph L. Gornick have joined the account executive staff of Needham, Louis & Brorby in New York. Mr. Bell was formerly an account supervisor with Batten, Barton, Durstine & Osborn. Mr. Gornick is a former account executive with McCann-Erickson and J. M. Mathes Inc.

Good morning. You in advertising? Lot of talk, these days, about hard sell. Seems to us you need a medium that is welcomed by the people with money to spend...and gives you the time to sell them. That would be the reading weekly, The Saturday Evening Post. Our readers are eager to hear what you have to say. Your Post ad page gets millions more repeat exposures to younger, larger, higher-income families than the same ad in the picture magazines. And with $12 billion in advertising competing for the buck of today's tight-fisted customer . . . even the hardest-selling ad needs all the help it can get. We offer a thought for the day to wide-awake ad men: the number-one magazine for reading is your number-one magazine for selling . . . The Saturday Evening Post.

$90,000,000 Advertiser . . .

Harder to Reach Consumers with Ads, Lever Says

Too Many New Products Helped Cause Dip in Sales and Earnings

NEW YORK, March 14—Lever Bros. today reported a sharp decline in profits for 1960 operations. Earnings slid 25%, from $15,200,000 to $11,400,000. Sales also were down, from $409,600,000 to $388,000,000.

Lever cited a number of factors to explain the poor showing. The company said it probably introduced too many new products during the year. And it said the rapid expansion in advertising by all companies made it more difficult to get the consumer's attention.

About one-third of the $3,800,000 profit decline was attributed to "more favorable tax and inventory adjustments in 1959 than in 1960."

Turning to other factors, Lever noted that general economic conditions were "less favorable" and that "competition within our industries continued to mount at an accelerated pace."

■ The company report to employes then added:

"Beyond the industry, competition of another sort—the rapid increase in the total amount of advertising promotion effort competing for the mind and the attention of the consumer—was also keenly felt."

Lever, which spends more than $90,000,000 annually on advertising, reported that "a major effort" was started in 1960 "to improve the quality and effectiveness of the commercial messages" carried by advertising media.

"This is a matter of great importance to the future of the company," the report said. "To be heard and to be remembered in today's advertising conditions requires very skillful work in the area of advertising copy.

■ "What was once serviceable has become of little value. What was once outstanding has become fairly ordinary. To produce messages which are effective in today's climate—messages which get the interest of the consumer and leave her with a memorable and compelling idea—will require increasing skill on the part of our own marketing people and our agencies."

Lever reported that it put eight new products in test markets in 1960. These were: Vim heavy-duty low-suds detergent, Nifty scouring cleanser, Starlight Shampoo Puffs, Baby Dove, Mrs. Butterworth's syrup, Summer County margarine and Oratabs (a tablet to clean teeth between meals).

The company conceded that the timing in the introduction of these products was not the most opportune. Noting that most of them were in test markets or in the early stage of expansion during the year, the report stated: "They were costing us money rather than bringing in substantial earnings to replace those of older declining products." #

Cal. Yellow Cab to Honig

Yellow Cab Co. of California on April 1 will consolidate all its advertising with Honig-Cooper & Harrington, which has handled Yellow Cab in San Francisco since 1930. The company's advertising in the Los Angeles area has been handled for the past 10 years by J. Walter Thompson Co. The account will be serviced by Honig's Los Angeles and San Francisco offices. George E. Worster, president, said the account bills about $200,000, split almost equally between the two cities.

KITCHEN SINK—*Armour & Co. launches a 13-week "Name the Recipe" contest May 1 with six first prizes of custom-designed kitchens by Westinghouse. The contest will be promoted in Life May 5 and Look July 4; in newspapers; and in radio and tv spots.*

Dixie Cup Sets New Push in 'SEP', TV

EASTON, PA., March 15—The Dixie Cup division of American Can Co. will launch its first coupon offer since last year with a four-color page ad in the April 15 issue of *The Saturday Evening Post.*

The 2-for-1 coupon offer for Dixie Cup dispensers will be a once-only ad confined to the *SEP.* It is timed for the start of what the company calls the heavy selling season, and is part of its "continuing and long-term effort" to build the use of its products in the home.

The *Post* has a prime place in Dixie Cup strategy. Last year the company ran 19 insertions (about 14 in full color), with the effort basically behind two products—the dispenser, and the Mira-Glazer cup with a polyethylene lining.

For 1961, roughly the same kind of schedule has been set.

■ First ad in the 1961 series breaks March 25. The one-and-a-half page four-color ad features a cup full of holes, designed to dramatize the effectiveness of the polyethylene lining of Mira-Glaze. The "holes" are actually polyethylene windows.

In addition, Dixie Cup will be on tv, beginning April 17. The company will be a participating sponsor on "Walt Disney Presents" on ABC-TV. The campaign, running in spring and early summer, features 60-second animated commercials described as "very cute."

According to Hicks & Greist, New York, the company's agency, Dixie Cup is "fundamentally conscious of maintaining one of the great brand names that has actually been built into the language." An agency man added: "Don't give all the credit to the advertising agency for the way the product has come along!" #

NICB Index Shows Little Economic Change in 5 Months

The economic weather hasn't changed much since September, according to the special barometer—an index of classified help-wanted advertising—developed by the National Industrial Conference Board. The NICB said the index, based on help-wanted ads run in 33 major cities, has only varied between 82.6 and 79.9 from September to January. It was 110.1 in February, 1960.

For the past 40 years, help-wanted ads have run parallel to over-all business cycles, the NICB pointed out, suggesting that the index is a useful tool for specific market appraisal. NICB adjusted its data for seasonal and number-of-Sunday variations occuring within monthly cycles, and compiled regional indexes for the northeast, north central, south, and west sections of the U.S.

RESPONSE-able
New York
takes home the
WORLD-TELEGRAM

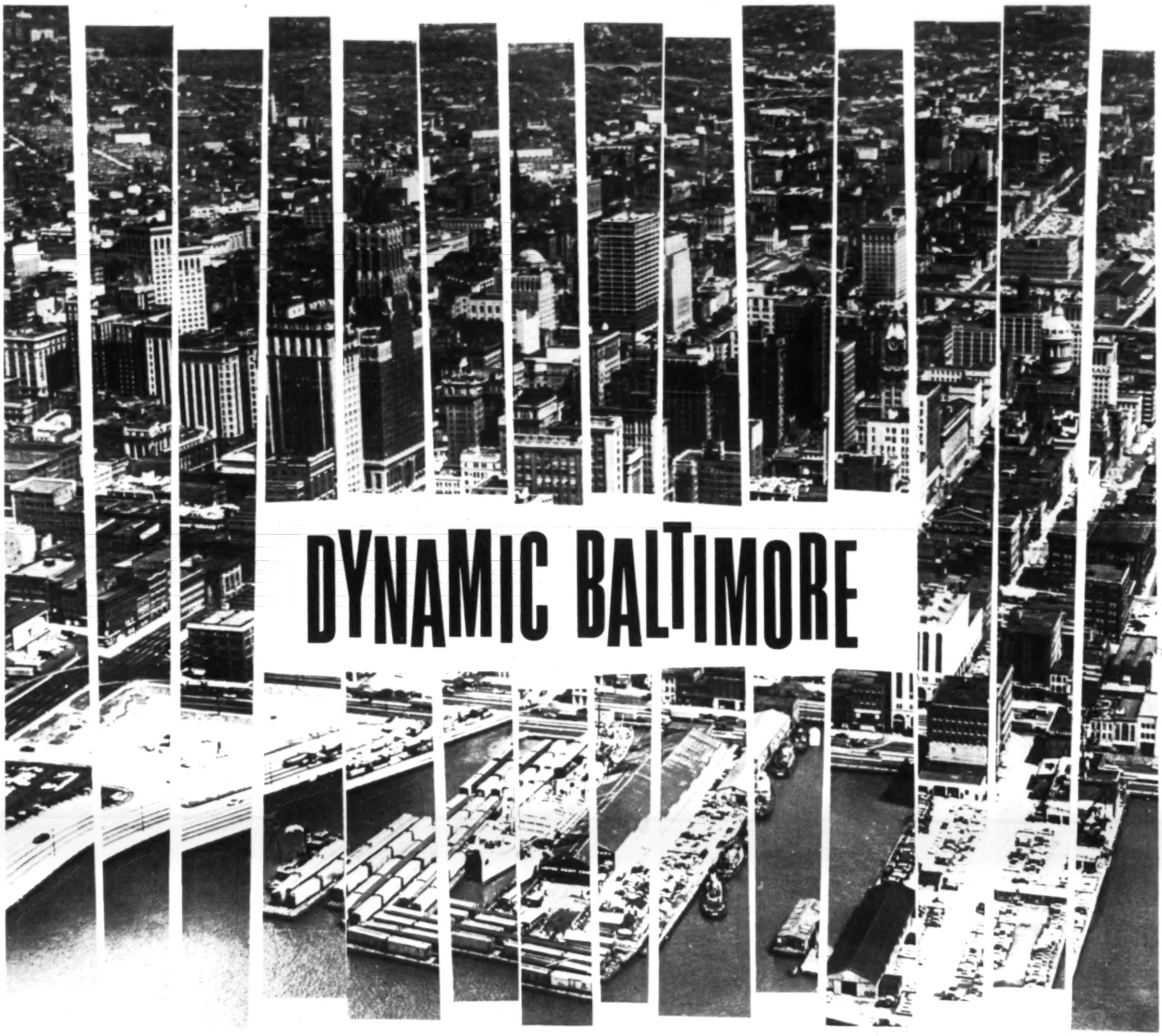
...to **FASHION-able women** whose flair for style is backed by their buying power.

The result is *responsiveness* that keeps the World-Telegram FIRST IN FASHION advertising among New York's weekday newspapers.* For fashion goes where it *sells* and it sells in the World-Telegram.

It's the family newspaper of New York's better-income market, bought by the *men*, carried home to the *women* and read by *both*. They watch for its timely news, follow its lively features and buy from its varied advertising.

NEW YORK WORLD-TELEGRAM
New York's *quality* evening newspaper

* *Women's, Misses', Junior Misses' and Girls' Apparel and Accessories, Year 1960 (George Neustadt).*



DYNAMIC BALTIMORE

More revitalization and expansion is going on in Baltimore now than at any time since the great fire of 1904.

A totally new Charles Center (the 22-acre heart of downtown) is under way. A magnificent new Civic Center is also in construction. Urban renewal projects are rising throughout the city. Add to this a boom in private residential building, with the new shopping areas and other retail outlets that follow.

What greater indication of a prospering community! **Today Baltimore's buying big.** It's the 8th fastest growing metropolitan market in America . . . and only 3 larger markets exceed Baltimore's rate of growth in total retail sales.

How do you reach this tremendous purchasing power? Here are some interesting facts. Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area . . . roughly the ABC City Zone . . . an estimated 92% of all retail sales are made.

This is "Sunpapers Country" . . . over 420,000 daily circulation and over 319,000 Sunday. 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in this City Zone.

With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, work and buy.

THE BALTIMORE SUNPAPERS

National Representatives: Cresmer & Woodward—New York, San Francisco, Los Angeles; Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 9/30/60

Plywood Men Weigh Putting $2,000,000 Extra in TV Ads to Meet Competition

Rival Materials Pose Threat in Soft Market; Capacity Keeps Growing

TACOMA, March 15—Plywood manufacturers of the West Coast, suffering from substantial excess mill capacity, are taking a long, close look at a proposal for a new tv promotion to cost $2,000,000 a year and to extend for two years.

The tv promotion would be financed by a special levy on mills of 25¢ per 1,000 sq. ft. of plywood and would be in addition to the current industry promotion of Douglas Fir Plywood Assn.

Last year the association's budget reached $5,500,000, of which $1,250,000 was for media; other expenditures went to support direction promotion with a field staff of nearly 100, plus quality control, research and certification of grades and standards. The regular 1961 budget is on the same scale.

The proposal for an extra advertising push came originally from a manufacturer, Robert G. Davis, general manager of Southern Oregon Plywood Inc., Grants Pass, Ore. He asked the association's executive board for an extra campaign that would be on top of all present industry promotion and would take the plywood industry for the first time into tv.

■ Subsequently the group's staff made a careful study of all forms of advertising that might be used in a plus-promotion designed to reach consumers and those who handle plywood between the mills and consumers.

The study was conducted by John G. Ritchie, advertising director. His report to the board stated that plywood as a product is not well enough known to users and that competition of other buildings materials is drowning out promotion efforts of the plywood industry.

In the background is the continued increase in capacity of the fir plywood industry, located in Oregon, Washington, California, Idaho and Montana. Production last year reached an alltime high of 8 billion sq. ft. Output has risen nearly fourfold since 1950. The fir group calls plywood "the nation's fastest growing industry outside the defense field."

■ But while output has been rising, capacity has increased even more rapidly. Compared with an increase of 3% in production last year, capacity was up 11%. Additional mills are now under construction, even though the industry has been operating at substantially less than capacity for a number of months.

■ With these factors in the background, Mr. Ritchie told the board that overproduction and competition are squeezing the profit from plywood and that without greatly expanded promotion it was doubtful if the industry could sell all the plywood it is capable of producing—at any price.

Some sales-minded plywood manufacturers have been smarting under the competition of well-promoted rival materials. Mr. Ritchie's report showed the following percentages of sales invested in direct advertising:

Advertiser	% of Sales in Ads	TV Budget (000 omitted)
Armstrong	2.60	$5,078
Alcoa	1.70	5,900
Kaiser	1.70	5,700
Reynolds	1.50	3,300
U. S. Steel	0.50	6,225
Douglas Fir	0.17	none

■ A $2,000,000 special tv promotion would amount roughly to 0.3% of the industry's 1960 sales. Sales are expected to rise both in 1961 and 1962, the period contemplated for the new promotion.

To explain the proposed special tv promotion to the industry, Mr. Ritchie has been holding a series of 12 meetings throughout the producing area. At the conclusion of these meetings in mid-March the results will be evaluated by the association's executive board. If the board approves the idea, the mills will formally vote on the proposal. It is understood that reception by mill representatives attending industry meetings has so far been favorable.

Whether a tv promotion would be handled by the association or by some other industry group is a question yet to be handled. The group's advertising is handled by Cole & Weber. =

INITIAL DIFFERENCE—*By coincidence these two admen are both Warren Reynolds. AA regrets using a photo of the wrong man on Page 84 of the Feb. 27 issue. At left is C. Warren Reynolds, president of Ronalds-Reynolds & Co., Toronto. His picture should have appeared with a story on his agency's billings. At right is Warren J. Reynolds, assistant publisher of Parade, whose picture appeared erroneously.*

Defense Contractor Ads May Jeopardize U.S.: Sen. Cannon

WASHINGTON, March 16—Sen. Howard Cannon (D., Nev.) complained today that advertising by defense contractors has reached such a scale that "it could well jeopardize our entire defense effort."

The senator, who is a member of the aeronautics and space committee and the Senate armed services committee, said the volume of advertising activity by defense companies has been privately estimated at $500,000,000.

"While we all recognize the useful function of advertising and public relations," he told a missile-space conference of the National Rocket Club, "the American people are paying this bill.

"I am sure that they would be highly displeased to learn that the beautiful four-color printing exhibits which appear in our popular magazines and newspapers praising the wonders of a defense product were actually paid for by their taxes." =

Brach Advances Three

E. J. Brach & Sons, Chicago, candy manufacturer, has promoted Burton N. Lowe, formerly advertising and merchandising manager, to marketing director. Robert J. Urban, who joined Brach recently from Tatham-Laird, was named advertising manager. Earl W. Bromstedt has been promoted to merchandising manager.

TIE-IN—*Rose Marie Reid is tying in its advertising with the movie, "Where the Boys Are," with four color pages in Seventeen from March to June. This ad shows Yvette Mimieux, one of the movie's stars, in elasticized bikini. Carson/Roberts is the agency.*

Lewyt Drive to Promote Compact Vacuum Cleaner

NEW YORK, March 15—Lewyt Corp. is heralding the coming of spring cleaning time with a compact new vacuum cleaner backed by "a good, healthy campaign" in magazines and newspapers.

The new Lewyt vacuum cleaner, complete with cord rewind and wheels, will be featured in b&w pages in April issues of *Ladies' Home Journal, Life, McCall's* and *The Saturday Evening Post*. The company also is planning heavy co-op newspaper advertising, with schedules up to 1,000 lines. Lewyt estimates that its 1961 ad expenditures will hit $1,000,000.

Lewyt ads also will appear in trade publications, including *Home Furnishings Daily, Electrical Merchandising* and *Mart*.

Distribution of the new vacuum cleaner will reach the 100 or so distributors Lewyt used for last year's model, a conventional upright cleaner. Advertising expenditures for the old model were "rather light" in 1960, the company said.

■ Lewyt has realigned its marketing and sales force to create wider distribution of the product. James Farrell, formerly national sales manager of the York division of Borg-Warner Corp., has been named national sales manager, and Hank Dorff, previously in charge of Lewyt's marketing, has been given added responsibilities as vp in charge of marketing and merchandising. The company says other new products will be introduced later this year.

Geyer, Morey, Madden & Ballard is the agency. =

Steel Named Publisher of 'Telegram & Gazette'

Richard C. Steele will resign as vp and general manager of the *New York Herald Tribune* to become publisher of the *Worcester Telegram & Gazette* April 1.

Richard C. Steele

He will be succeeded at the *Herald Tribune* by Thomas L. Robinson, who was publisher of the *Charlotte News* until that newspaper was sold two years ago to the Knight chain of papers.

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 14th consecutive year in the May 8 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,750 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 92,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1960, will be accepted.

2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.

3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.

4. It must be received before April 3, 1961.

Market data material scheduled for publication before Sept. 1, 1961, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 3. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

American Airlines Names Ross Ad VP, Opens Astrojet Push

NEW YORK, March 16—American Airlines, the nation's largest air carrier, made news on several fronts this week.

American put its 707 Astrojet into service (AA, March 13), named a new advertising chief and ran a statement from the president as a full-page ad in the March 17 *Life*.

Thomas J. Ross Jr.

Appointed vp in charge of advertising was Thomas J. Ross Jr., formerly assistant to the president at Lennen & Newell. Mr. Ross, as the airline was quick to point out, "is no stranger to American." He was account executive on American for 12 years at Ruthrauff & Ryan and Lennen & Newell before the $6,000,000 account moved to Young & Rubicam in 1958.

■ Mr. Ross, the son of public relations pioneer T. J. Ross, fills a spot vacated by Charles R. Speers, who has been named vp in charge of a newly created traffic administration and development department.

These appointments are effective April 1. Messrs. Ross and Speers will report to Richard L. Fitzpatrick, vp, sales and services.

■ The *Life* ad (it is running in only one magazine) is headlined, "The Astrojet," and is somewhat reminiscent of the classic "Somewhere West of Laramie" ad for Jordan autos—both in the artwork and the low-pressure copy. It is signed by C. R. Smith, president of American.

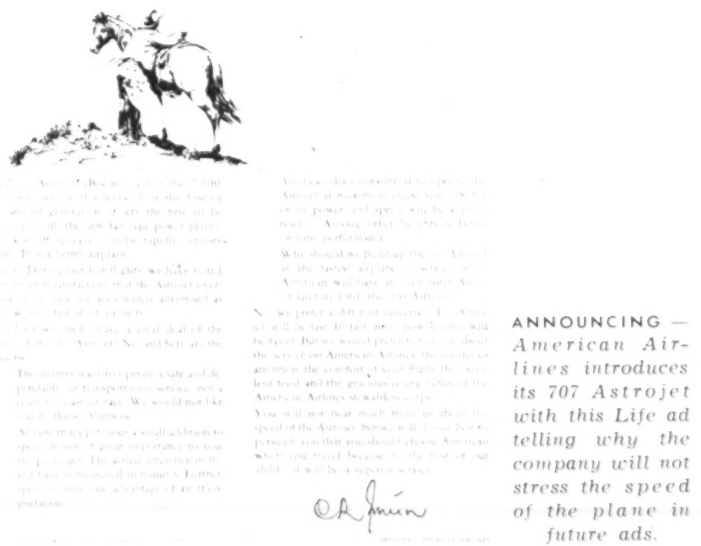
In his statement, Mr. Smith promises that American will not indulge in "a coast-to-coast jet race." He reports that American has "noted with modest satisfaction" that in test flights the Astrojet has flown faster than airplanes widely advertised as the "world's fastest jet airliners."

(Note: Trans World Airlines has been featuring its Convair 880 as the fastest jet.)

However, Mr. Smith says American will not "make a great deal of the speed of the 707 Astrojet."

David Simmons Named

David N. Simmons has joined Devney-O'Connell, New York, radio-tv station representative, as vp in charge of television. Mr. Simmons headed his own company and before that was vp of John Blair & Co. Most recently he was with Trand Associates for a short time.



ANNOUNCING — *American Airlines introduces its 707 Astrojet with this Life ad telling why the company will not stress the speed of the plane in future ads.*

Jean C. Witter of Dean Witter & Co. says—

"SUNSET IS A SOUND INVESTMENT FOR US"

In 1924, Dean Witter & Co. opened a one-office investment banking business in San Francisco. Today, Dean Witter & Co. operates 46 offices, from Waikiki to Wall Street. According to Fortune Magazine it is the sixth largest investment brokerage house in the nation.

Ask Jean Witter why the company advertises in Sunset. "Sunset's geographical coverage," he says, "suits our needs perfectly." Dean Witter & Co. has 35 offices in the West and Hawaii. Sunset provides compact coverage of the most influential customers in this market.

"We like to talk to the people to whom Sunset talks," says Mr. Witter. When Sunset "talks," 2,000,000 readers listen, because it speaks their language. 51% of them own corporate stocks and bonds. Average for the nation: 12%.

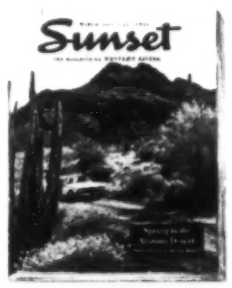
"Sunset is an ideal medium to build confidence in our company," says Mr. Witter. Sunset readers have confidence because Sunset endorses the advertising it accepts. 23 categories of advertising are *not* accepted by Sunset. Integrity and good taste are primary yardsticks for both editorial and advertising content.

"Sunset is a sound investment for us," says Mr. Witter. Results, he means. Recently, Dean Witter & Co. ran an ad in Sunset with headline, "Start a Kitty for a Cruise." Couple of days later a young lady walked into the company's San Jose office with $2,000 and said, "this is to start a kitty for a cruise." It was the first of many responses.

This kind of immediate, confident response explains why Dean Witter & Co. and 1429 other advertisers used Sunset in 1960. Marketers of appliances, cars, clothes, cameras, foods, garden supplies, homes, furnishings, insurance, investments, petroleum products, travel, many others.

Sunset will be a sound investment for you, too. You can use *all* of Sunset or any of its three localized zone editions. (Sunset has published zone editions ever since 1932.) Either way, you reach the best customers in the West and Hawaii. They'll respond because they have confidence — in The Magazine of Western Living.

Mr. Witter reviews Sunset advertisement with Richard E. Cruikshank, account executive of Albert Frank-Guenther Law, and Alfred Runner, advertising manager of Dean Witter & Co.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

At the NAWGA Convention . . .

Educational Push Needed to Boost Reputation of Food Field: Mortimer

CHICAGO, March 14—A proposal that food industry groups join in an educational campaign to combat "a totally unwarranted and appalling loss of public confidence in America's food supply" was put forth here yesterday by Charles G. Mortimer, chairman of General Foods Corp.

Keynoting the National-American-Wholesale Grocers' Assn. convention, Mr. Mortimer urged support of a campaign already launched by the Nutrition Foundation, of which he is president.

The foundation recently hired Jo Hubbard Chamberlin as director of information, and has allocated a reported $75,000 annual budget to begin the work.

■ "Triggered by scare heads and fueled by misinformation, public confusion and doubt are mounting with respect to the wholesomeness—and even the safety—of products we are offering to consumers," Mr. Mortimer said.

"It's time for the food industry to take the offensive," he said. "We must move to achieve consumer comprehension of the importance of proper nutrition and the vital contribution the food industry makes to our national well-being. We need to bring home to Americans the realization that we have the best, the safest, the most varied food supply in the world."

■ Mr. Mortimer said public doubt and lack of understanding "foster the climate in which was born the already repressive, excessively rigid regulatory legislation on the books."

In New York, Mr. Chamberlin, who formerly worked on the restoration project of Sunnyside, in Tarrytown, N.Y., said there is no advertising involved in the Nutrition Foundation program.

■ The problem of what the food industry can expect from the new Kennedy administration was discussed by a panel of business editors, moderated by Attorney Kendall B. DeBevoise, counsel for NAWGA.

Mr. DeBevoise said changes in Washington will come about not so much by changes in law as by changes in emphasis. He cited as an example the anti-trust division of the Justice Dept., which is helping private parties seeking treble damages in civil suits.

■ John Crichton, editor of ADVERTISING AGE, told the NAWGA group: "You may look for a revived and vigorous interest in Robinson-Patman. Rand Dixon, the new chairman of the Federal Trade Commission, is known to feel that Robinson-Patman has never really been enforced."

Mr. Crichton also reported that "one thing we have noticed about the new administration and its staffing of the regulatory agencies is the relatively heavy weight given to people who have been spokesmen in Washington for small business."

■ Hobart Rowen, business trends editor of *Newsweek*, urged business men to match the candor of the current administration in making known their situation and desires in Washington. "The administration will be receptive and anxious to find a community of interests with business," he said.

■ Richard L. Waddell, senior editor of *Business Week*, said people in the new administration seem to differ about the current status of the recession, but he predicted a key month for determining future action will be April, "when we see what the consumer is going to do."

■ A comprehensive study of bulletins sent by wholesale distributors to their retailer customers was presented by Daniel J. Bartz, of Frazer & Torbet accountants, Milwaukee.

"A majority of distributors consider retailer bulletins the best tool for keeping retailers informed," Mr. Bartz said. #

Gibson Returns to National Ads After Five-Year Hiatus

GREENVILLE, MICH., March 14—At a time when many appliance manufacturers have curtailed their advertising budgets, Gibson Refrigerator division of Hupp Corp. will reverse the trend and will return to national advertising after a five-year hiatus.

■ Gibson plans to invest $200,000 this year for one spread in *Life* and two consumer contests which will be tied in with the *Life* ad. Radio spots will be used to merchandise the *Life* ad and the contests.

The "M-Day" spectacular is scheduled for the April 21 issue of *Life*. All seven regional editions of *Life* will be used so dealers throughout the U.S. will be listed in editions covering their regions.

■ A total of 6,200,000 insert cards, each bearing a different number, will run with the spread and will reach all home subscribers of *Life*. There will be 500 winning numbers and consumers must visit a Gibson dealer to find out the lucky numbers. Winners will receive their choice of any Gibson appliance. The prizes are valued at $200,000.

On the back of the insert card is an entry blank for a trip contest being sponsored continuously by Gibson. A total of 20 trips for two to Panama will be awarded to consumers by the company this year. Gibson also is planning on awarding more than 7,000 dealers with Panama vacations for sales performances.

■ Some 12 spot announcements will be used on NBC Radio on April 20 to merchandise the *Life* ad and the contests. The entire promotion is being handled by Gibson's agency, Creative Group Inc., Appleton, Wis. #

Out of Space Technology Comes the Blade That Takes Friction Out of Shaving
Remarkable Shaving Experience Begins With New Pal Premium Injector Blade
PAL
PREMIUM

READ ALL ABOUT IT—*ASR Products is running this newspaper-style ad in three markets—New York, Chicago and Los Angeles.*

ASR Products Breaks Push for New Pal Blades in 3 Media

NEW YORK, March 14—ASR Products celebrated the arrival of its new Pal premium edge injector blades in the nation's three biggest markets today with 1,900-line b&w newspaper ads.

The first phase of a "multi-million dollar" campaign got under way via ads in the *New York Times*, the *Chicago Tribune*, and the *Los Angeles Times*. Neither the agency, Benton & Bowles, nor company officials would reveal how soon advertising will break nationally.

The Pal ads appear in newspaper-style format with a two-line headline proclaiming, "Out of space technology comes the blade that takes friction out of shaving." A hand breaks through the "page" and offers a pack of blades.

Individual newspaper "articles" tell the story of the new Pal blades. One, for instance, reports that the blade glides across the face on "a tiny liquid ball-bearing blade coating." A picture shows a Pal blade splitting a hair.

■ "A combination of media" is being contemplated once the national push gets rolling, ASR said. The company, a division of Philip Morris, will announce the new blade on at least four CBS-TV network shows—"Rawhide," "Route 66," "Douglas Edwards and the News" and "Perry Mason"—which are sponsored on a participating basis by Philip Morris. Magazines will be used also.

Supporting the campaign is point of purchase material for drug and tobacco stores and "blister packs" for supermarkets. A newly-designed package, "with crisp new type faces and sharp color contrasts," will house the Pal blades. #

Top Advertisers, Brands in Net TV

Fourth Quarter, 1960, Gross Time Only

Source: TvB figures from LNA/BAR

Top 25 Advertisers

1.	Procter & Gamble	$11,911,680
2.	American Home Products	8,497,325
3.	General Motors	8,400,044
4.	Lever Bros.	5,834,086
5.	General Mills	5,740,264
6.	Colgate-Palmolive Co.	5,255,139
7.	General Foods Corp.	4,714,695
8.	R. J. Reynolds Tobacco Co.	4,670,033
9.	Gillette Co.	3,575,597
10.	Sterling Drug	3,562,272
11.	Texaco	3,147,088
12.	Philip Morris Inc.	3,069,438
13.	Liggett & Myers	2,843,632
14.	Brown & Williamson	2,816,376
15.	Ford Motor Co.	2,788,617
16.	Bristol-Myers Co.	2,767,222
17.	National Biscuit Co.	2,703,867
18.	Kellogg Co.	2,621,780
19.	E. I. du Pont de Nemours	2,422,691
20.	Miles Laboratories	2,365,498
21.	American Tobacco Co.	2,188,646
22.	National Dairy Products	2,180,338
23.	P. Lorillard Co.	2,114,756
24.	J. B. Williams Co.	2,064,780
25.	S. C. Johnson & Son	2,061,827

Top 25 Brands

1.	Anacin Tablets	$2,891,973
2.	Winston Cigarets	2,034,383
3.	Salem Cigarets	1,626,371
4.	L&M Filter Tip Cigarets	1,563,588
5.	Texaco General Promotion	1,496,770
6.	Chevrolet Passenger Cars	1,470,326
7.	Colgate Dental Cream	1,414,295
8.	Bayer Aspirin Tablets	1,387,188
9.	Dristan Tablets	1,335,401
10.	Oldsmobile Passenger Cars	1,299,319
11.	Polaroid Land Camera	1,279,529
12.	Crest Tooth Paste	1,276,155
13.	Betty Crocker Cake Mix	1,235,652
14.	Tide	1,216,602
15.	Bufferin	1,210,029
16.	Marlboro Cigarets	1,193,792
17.	Kent Cigarets	1,157,264
18.	Alka Seltzer	1,135,454
19.	Ford Passenger Cars	1,116,437
20.	Viceroy Cigarets	1,107,936
21.	Pall Mall Cigarets	1,104,473
22.	Commander Cigarets	1,085,811
23.	Phillips Milk of Magnesia	1,059,889
24.	Gillette Razors & Blades	1,048,351
25.	Gleem Toothpaste	1,031,543

American Motors, Past Winner of Mobilgas Economy Run, Drops from Race; Cries Foul

DETROIT, March 16—"Foul," cried American Motors, the company that built a storybook success by heralding the gasoline economy of its Rambler car, while branding competitors as "gas-guzzling dinosaurs."

Wails of "discrimination," with an echo of "favoritism," came from AMC headquarters when Rambler pulled out of the annual Mobilgas economy run, which ended today in Chicago.

Rambler planned to enter four cars in two categories, but when the feather-footed field left Los Angeles March 11, the Rambler drivers merely watched. One pair of entries was barred by Mobilgas officials on a price technicality; the other two cars were withdrawn by AMC in a dispute over a carburetor.

■ Rambler has been a heavy winner in past Mobilgas runs, and Mobilgas picked up valuable tie-in publicity through the Rambler advertising that played up the economy run. But Mobilgas did not stand to suffer from Rambler's absence, since this year's winners, with bigger ad budgets, probably will give Mobilgas more exposure than they would have received from Rambler.

Roy Abernethy, AMC exec vp, said that an economy run that bars readily available stock cars is not a true competitive test of economy.

AMC entered its American Custom, with standard transmission and overhead valve engine, in the Class A competition, for lowest price compacts. Mobilgas ruled out the entry because there is another American, the Deluxe, with the old L-head engine, that costs less.

Rambler won with the L-head engine last year, but wanted to use the more efficient OHV engine this year.

According to one AMC spokesman, "The rule book does not say anything about prices—that clause was added later."

■ In Class B, Rambler entered two American Customs with automatic transmission, but pulled out just before the run started in a squabble over what carburetor could be used.

Mr. Abernethy said a running change in carburetors was made at the factory on all 125 hp overhead valve engines. This change, he maintained, was made prior to the Jan. 23 deadline specified by the Mobilgas rules. He said it was "completely arbitrary" to bar the improved carburetor, since it was already standard equipment before the deadline.

NO COMMENT: MOBIL; 'MISUNDERSTOOD': USAC

NEW YORK, March 14—Socony Mobil said today it had no official comment on Rambler's withdrawal from the economy run. Instead, the company passed on a statement by A. C. Pillsbury, chief steward of the U.S. Auto Club, regretting that Mr. Abernethy was "not truly aware of the intent of the USAC ruling."

The petroleum marketer emphasized that it is merely the sponsor of the run, while USAC handles organizational matters. "The reason we have a body like USAC handling the event is just because of the possibility that such events may happen," Mobil said.

In his statement Mr. Pillsbury said: "Our first obligation in supervising the run is to assure the motoring public that the competing automobiles are typical production cars, the same as anyone might buy." #

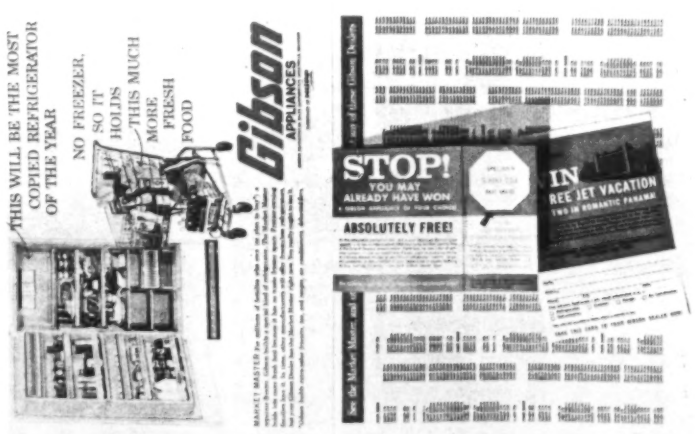
Ad Criticism May Prove Disastrous, McGaughey Warns

SANTA BARBARA, March 17—The Assn. of National Advertisers will wind up its 15th annual western meeting here tomorrow.

The tone of the opening session on Thursday was set by Emmett C. McGaughey, exec vp of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, who urged ANA members to talk back to numerous critics who portray admen as bad men.

"Perhaps we've become too accustomed to the backhanded swipes handed so freely to our business in general," said Mr. McGaughey. "So accustomed, we're inclined to dismiss such criticism too lightly."

■ "It's my conviction," he continued, "that if those who seek to discredit advertising are successful, the adverse effects and reaction upon our way of life could be appalling. And the constant drip, drip, drip of unanswered—or unjustified—criticism could eventually be disastrous." #



MARKET MASTER—*Gibson Refrigerator division of Hupp Corp. will feature its Market Master refrigerator and two consumer contests in this unusual spread, which must be read sideways.*

At home in the
country or the city...
wherever important
things are done
or discussed, you'll
find the "Metropolitan
personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV, New York, N.Y.
WTTG, Washington, D.C.
KOVR-TV, Sacramento
Stockton, California
WTVH, Peoria, Illinois
WTVP, Decatur, Illinois

RADIO STATIONS

WNEW, New York, N.Y.
WHK, Cleveland, Ohio
WIP, Philadelphia, Pa.

INTERNATIONAL

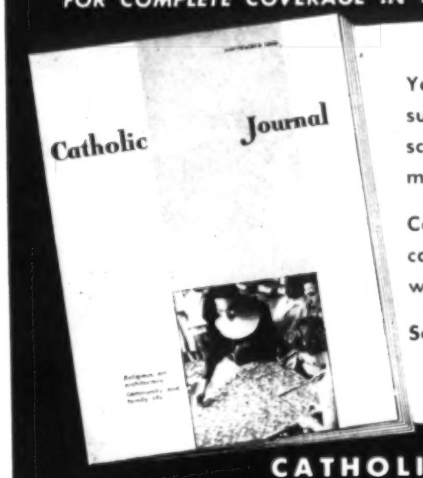
WRUL, Worldwide
Broadcasting System

OUTDOOR ADVERTISING

FOSTER & KLEISER
operating in Washington,
Oregon, Arizona
and California

Gown by Lanvin-Castillo, Paris
Photograph by Peter Fink

FOR COMPLETE COVERAGE IN THE RECESSION-PROOF CATHOLIC SCHOOL MARKET



You can't turn off the equipment and supply needs of more than 5,000,000 Catholic school children. Here is an independent growth market unaffected by economic fluctuations.

Catholic School Journal reaches the greatest single concentration of Catholic educators and administrators who must meet the needs of this growing enrollment.

Send Today for Brochure and Sample Copy

CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

Massey-Ferguson Sets TV Show

Massey-Ferguson, Toronto, manufacturer of farm equipment, premiered a new half-hour tv show called "Five Star Jubilee" on NBC-TV March 17 (8 p.m. EST). A country and western music program, it will feature five stars on a rotating basis—Snooky Lamson, Tex Ritter, Rex Allen, Jimmy Wakely and Carl Smith—and is scheduled to run through September. Needham, Louis & Brorby, Toronto, is the Massey-Ferguson agency.

Gulf Publishing Boosts Hart

Gulf Publishing Co., Houston, has appointed Gene Hart mid-continent manager, with headquarters in Tulsa. Mr. Hart will now represent *World Oil*, *Pipe Line Industry*, *Composite Catalog* and *Pipe Line Catalog*. Mr. Hart joined Gulf in 1950 and was eastern advertising representative for *Petroleum Refiner*, with offices in New York, prior to moving to the Houston headquarters in 1958.

Homemaker Panel Likes Private Labels, Spurns Premiums

NEW YORK, March 14—A panel of five homemakers was interviewed by the merchandising and sales promotion group of the American Marketing Assn. last week, and what came forth? Paeans of praise for the A&P and its private brands—and only a cold shoulder for such brand name allurements as coupons and premium offers.

All the panel members were from Westfield, N. J.; four were married, three had children. The moderator was Charlotte Montgomery, ad consultant and *Good Housekeeping* columnist. Most of the questions dealt with special promotion techniques. The answers were not too reassuring to the audience.

All but the unmarried panelist expressed unswerving loyalty to private brands, because they are cheaper and just as good or better—and, as one woman explained, "They are made by the same companies as name brands." Four of the five estimated that 50% or more of their supermarket purchases consist of private brands. The unmarried member estimated private brands account for only 6% of her purchases.

■ Do they send away for premiums offered in advertising? Definitely not. One woman said she didn't believe they offer good value: "They're just something someone wants to unload." Another panelist said premiums are usually "something I already have and never use." Another said she would never send for clothing offered as a premium because "clothing is something I'd want to see before I bought." Another said she sometimes saves the coupons, but rarely gets around to mailing them.

What do they do with coupons that come in the mail? Two women toss them into the wastebasket—"I don't even open them." Two said they would use the coupons if they were for brands they customarily use. The fifth said she "sometimes" uses them.

Would they try to redeem the coupons for money without purchasing the product promoted? Two said yes; three said no.

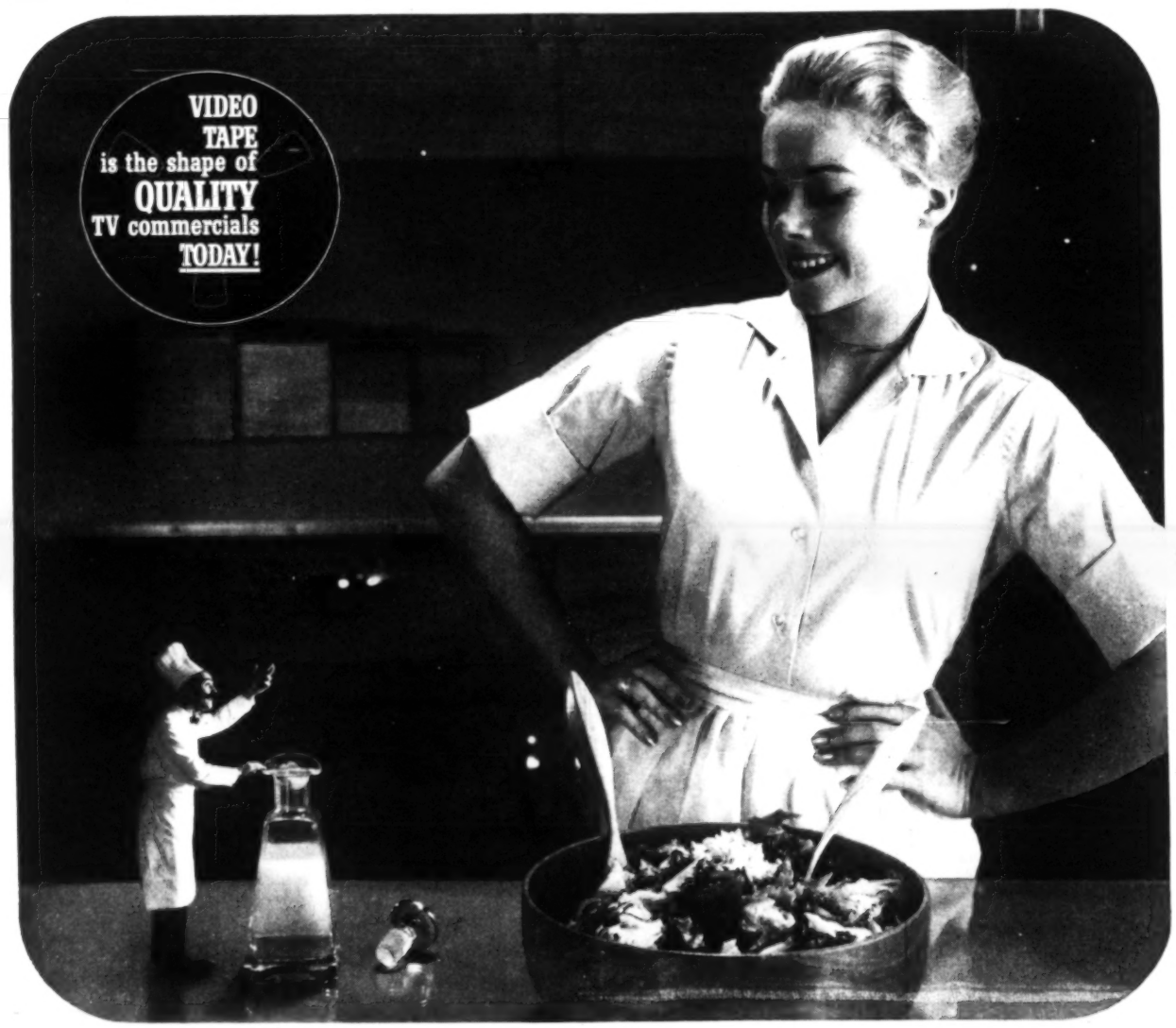
■ What about coupons featured in magazine ads? "They're too much bother" was the consensus. Four said they never clip them. One said she might use a magazine coupon.

Do they buy their drugs at the supermarket? Only the unmarried panelist said she goes to the drug store to purchase drugs that are available in supermarkets. Three buy their drugs at the supermarket, while one patronizes the local discount house.

Did trading stamps lure them to one particular store? Since the majority of the ladies were inveterate A&P shoppers, they weren't very interested in saving stamps. The only stamp collectors were two women who said they saved them, not from grocery purchases, but from gas stations. #

Parker Runs Radio Push

Parker Bros., Salem, Mass., started a two-week radio push March 17 on four New York stations to promote its new Civil War game, "1863." Approximately 200 announcements, made up of minutes and 30-second spots, will be aired. Badger & Browning & Parcher is the agency.



SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new . . . excitingly new in video-taping special effects on "SCOTCH" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks . . . does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantaneously. And "1001" is just a number in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . . you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes . . . produce pop-on overlay effects, faces, product labels . . . do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape . . . create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

UTTER NUT—*Butter-Nut Foods Co. kicks off its 1961 campaign for Butter-Nut coffee with this ad in western editions of Reader's Digest and in Sunset during March. D'Arcy Advertising Co. is the agency.*

Sweden Moves to Bar Bootleg Ads from Ships

STOCKHOLM, March 14—The Swedish government last week took action to prevent ships from sending commercial radio programs from international waters in the Baltic to beat the ban on commercial broadcasting in Scandinavia.

A new shipping decree, effective April 1, makes it an offense for any vessel in Swedish waters to carry radio or television transmitting equipment which, if used on Swedish territory, would conflict with existing international broadcasting agreements.

Nils Horjel, permanent secretary in the Swedish communications department, explained the decree meant Sweden could confiscate such equipment if the ships put into a Swedish port.

"To make the decree effective, however, we must have the cooperation of the other Scandinavian countries," he added.

■ Two ships at present are broadcasting from international waters in the Baltic. These are the Radio Nord and Radio Mercur.

They transmit programs recorded in on-shore studios by Scandinavian and other artists. The items are interspersed with advertising commercials. A number of big Scandinavian advertisers have bought air time.

If Sweden can persuade Denmark and Finland to issue similar decrees, the ships will be forced to go into West German or Eastern Bloc ports on the Baltic for supplies.

Sweden repeatedly has made it clear that she fears foreign powers may follow the example of these ships and bombard her from international waters—not with entertainment and advertising, but with propaganda. #

Reinhold Boosts Hoagland

Donald Hoagland, sales manager of the catalog division of Reinhold Publishing Corp., New York, will become division manager and publisher of *Chemical Engineering Catalog* and *Chemical Materials Catalog* March 31. He succeeds H. Burton Lowe, vp and publisher of the division, who will retire after 35 years with the company. Harry I. Martin, formerly a district manager, succeeds Mr. Hoagland.

Saks 34th St. Uses Projector in Window to Prolong Ad Life

NEW YORK, March 14—Saks 34th St. is attempting to compensate for the "one-day pull of newspaper ads" by a continuous projection of its daily newspaper ads on a 3' screen in one of its main show windows.

The device is used Mondays and Thursdays.

Edward J. Brown, executive head of the department store, estimated that more than 100,000 persons pass the window during the day. "We get tremendous extra circulation and prolong the life of our advertising," he said. #

MacManus, John Names Seven to Three Staffs

MacManus, John & Adams, Bloomfield Hills, Mich., has promoted Bruce Unwin, who joined the agency in 1955, to executive art director. William B. Everson, account supervisor, and Colin H. John, account executive, have been named vps. Harmon O. (Ham) Nelson, previously with the Los Angeles office of Fuller & Smith & Ross, has joined MacManus, John's Los Angeles office as broadcast director in charge of the western division.

In New York, MacManus, John has named three to the group handling Scotchgard Stain Repeller. James Norris, formerly with McCann-Erickson, has been named account executive. Jack Woolf, formerly with Mogul Williams & Saylor, becomes art director, and Nan Braman, formerly in the agency's Bloomfield Hills office, joins the account as a copywriter.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Health, Beauty, and Air Freight

"We have been a regular user of Emery Air Freight for the past two years," said Mr. Thomas Falvey, Traffic Manager of Lambert Hudnut, makers of such well known products as Listerine and Anahist. "Emery is part of our planned every-day operations. By using Emery we save on warehousing costs yet keep our distributors supplied with our fast-moving products. During the year we launch many new products. It's impossible to know exactly when one of them will catch on. But when one does, you must have it on the counters. Fast, dependable delivery can mean the difference between profit and loss. We rely on Emery to deliver special promotion material on time and to keep our distributors stocked with our products to meet unexpected demands." To find out how much faster Emery can deliver your shipments anywhere in the country, call your local Emery man, or write . . .

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

22 OUT OF THE TOP 40

INSIDE TELEVISION: The CBS Television Network broadcasts more of the most popular programs (Top 10-20-30-40) than the other two networks

combined*. And it tops off this achievement with the biggest average audience in all television*, just as it has done year after year since 1955. CBS

*First February 1961 National Nielsen report; 6-11 pm AA basis

The Editorial Viewpoint . . .

Fun & Frolic in Adland

Yes, we know this is the same title we put on an editorial in this space last week. Last week—discussing the manner in which competent working admen and women get pushed out of jobs when agencies lose clients—we were feeling sarcastic and a little embittered. This week we're simply confused.

We're confused because it seems to us that a good many workers in the advertising vineyards seem to confuse fun & frolic with the serious business of turning out advertisements that move merchandise. (Maybe, after all, there is some relation between this kind of fun & frolic and the job losses of which we spoke last week.)

What we're talking about is the lack of relation between two similar items which appeared in these pages last week. One was Bill Tyler's selection of what he considers the ten best ads of 1960. The other was the announcement of six "gold key" winning awards by the Advertising Writers Club of New York.

Tyler selected his ads, "not for what they did, but for the talent and taste and selling sense that went into their creation." This year's selections, he said, are more direct than those of previous years. "With few exceptions, they tell their story substantially in picture and headline. Copy is used to advance and expand the headline promise, to pile on selling points, and to lend conviction. In other words, most of these ads work two ways. They make a selling point with even the casual scanner. *And* they do a deep selling job on the ad reader."

The six "gold key" winners of the New York advertising writers club were picked "not from the standpoint of lyrical artistry, but for [their] contribution in expressing the sales idea."

Sounds pretty much the same, doesn't it? So it isn't surprising that one ad campaign appears in both lists—the Steuben Glass ads by Louis Redmond.

But there the similarity seems to end. Mr. Tyler's choices are smart and intriguing, but—as he says—there is no beating about the bush. They tell their stories substantially in pictures and headlines, and the body copy, if any, re-enforces and expands the initial impression.

This also may be said, probably, for four of the six "gold key" winners. But the other two—one a radio commercial and the other a tv commercial that never ran (it won the award for "the best ad I ever wrote, which never ran") are definitely of the "cute" school. They may eventually make their sales points, but their initial aim is to shock or surprise and presumably thus to rivet attention.

These may be extremely effective ads, worthy of their awards, and we are not criticizing them. We are, however, pointing out that juries —including especially juries of advertising writers or art directors— have a tendency always to go overboard for the cute, the unusual and the offbeat, without too much regard for such mundane things as practical marketing effectiveness.

It is more fun to work on ads like this, where flights of fancy may be nearly unrestrained, and it is more fun to give awards to such ads. It is not necessarily more fun to pay for them.

Hurrah for the British!

The comparison that doesn't compare anything suffered a severe setback in Great Britain last week when the Independent Television Authority, governing body for commercial tv, banned comparative claims in detergent and soap powder advertising. Brand X, the "ordinary" washday product, will presumably disappear from the air.

The British soap and cleanser people are not very happy about the banning of comparative claims in this category, insisting that there's much more dirty linen to be cleaned up outside the sudsers category than in it.

They may be right. But the overworked comparisons in all fields between Our Wonderful Product and "Brand X, the ordinary brand," are so obnoxious that their disappearance can scarcely be mourned.

In this country, at least, the "ordinary" brands of products which are used for television demonstrations seem frequently to be extremely un-ordinary. And right now we'd like to nominate for oblivion the "ordinary" soap in the Lifebuoy tv commercial which washes right off, whereas Lifebuoy somehow doesn't.

We've watched this scene with fascinated intentness a dozen or more times, and we still think the "ordinary" stuff and Lifebuoy do exactly the same visual disappearing act under the impact of water.

Supermarket Threats

Sidney R. Rabb, chairman of the Stop & Shop supermarket chain in New England, told the New York Sales Executives Club the other day that nationally advertised brands can't escape private label competition if they "disregard our need for a fair profit on his item."

This scarcely classifies as news, nor does Mr. Rabb's statement that private label goods can sometimes be sold. But don't kid us, Mr. Rabb, the super needs pre-sold labels as much as the labels need the super. That's the reason supers carry national brands—and always will be.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman, Columbus, O.

"His output for today was one headline, 'Buy or I'll Cry'."

What They're Saying . . .

Two Roads to the Same End

I do not want to defend the American consumer or even the American people blindly, without an appraisal that is both objectively honest and soul-searching. But, being an American, and being an American who believes so strongly in the economy and the people, admittedly makes it difficult to be sure of such objectivity. It is reassuring, then, when one finds a learned outsider who takes the facts apart and examines them one by one and who comes to the same conclusion. I would like to read you a statement made at the time of the Suez crisis, when, if you'll remember, it seemed the whole world had turned against us, by the influential editor of *The London Times*, Sir William Haley:

"It is easy to be superior about American brashness and naivete, to be scornful of material progress as a purpose; to picture a whole continent slowly being moulded to the ideas of Hollywood," he wrote. "These things are only the surface froth that gets whipped about by the winds of publicity. Underneath there is the great solid sea of an American nation as simple in its aspirations, as traditional in its virtues, as conscious of its high destiny as any there has ever been in the old world.

"Here is a people rather baffled, but a people resolved to know; a people faced, as it seems to them, with a whole globe needing to be set to rights, but determined, either with or without it, to get things done.

"Of all nations, its history has a higher proportion of greatness than of baseness; of all peoples its motives are the least suspect. Its errors have been, and are, many. Its instincts have been, and are, magnificently right. We see the small debits from day to day. Let us look rather at the huge credit through the years."

—From a speech by E. A. Schirmer, senior vp, Campbell-Ewald, at the February Southwest Council meeting of the Four A's.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

VanSant, Dugdale addressed a message about a job to "a writer who finds the *Wall Street Journal* as exciting as *Playboy*."

At different times of the day, of course.

•

Olin Mathieson Chemical Corp. is to be known hereafter as Olin, and invites customers to "call us by our first name."

And think of all the paper, printing and typing that reduction in syllables will save.

•

The Tyrex rayon group is thumping its nylon competitors by saying tires of that material "develop flat spots—make you feel like you're riding on square wheels."

You can get away with calling a competitor almost anything except a square.

•

An agency looking for a copy man indicates that one of his chores will be speech-writing.

That's client service, all right, but is it commissionable?

•

When broadcasters buy magazines, and magazines and newspapers buy radio and tv properties, it seems fairly evident that media competition is strictly at the selling level.

•

"Brand X banned in detergent ads on tv in Britain," the headline says.

Now the consumers will lose their only chance to find out something about X, the unknown quantity.

•

Time is money, and *Time* is the shape of the money market, a timely ad addressed to financial experts and other money moguls says.

•

The Arthritis & Rheumatism Foundation is having conferences with advertisers on the subject of misleading ads it says sell $250,000,000 of worthless drugs every year.

So far the foundation isn't able to come up with a product that will do the job for these patients.

•

It's reported Prof. Galbraith is to be the new Ambassador to India, where his ideas on "The Affluent Society" will be even harder to understand than right here in the U.S.A.

•

"Farm families are larger, eat more individual meals at home than the average U. S. family," remarks *Progressive Farmer*.

And hard work outdoors probably means that those meals are bigger than average, too.

•

"Aggressive advertising support throughout the year contributed substantially" to the record-breaking sales and earnings of R. J. Reynolds in 1960, the annual report says.

Fortunately its advertising dollars all went up in smoke.

•

The appearance of the President at the Bureau of Advertising dinner at the Waldorf April 27 indicates that he is fully aware of the relationship between publicity and advertising.

COPY CUB.

71 PERCENT

OF DELAWARE VALLEY'S

AUTOMOTIVE SALES

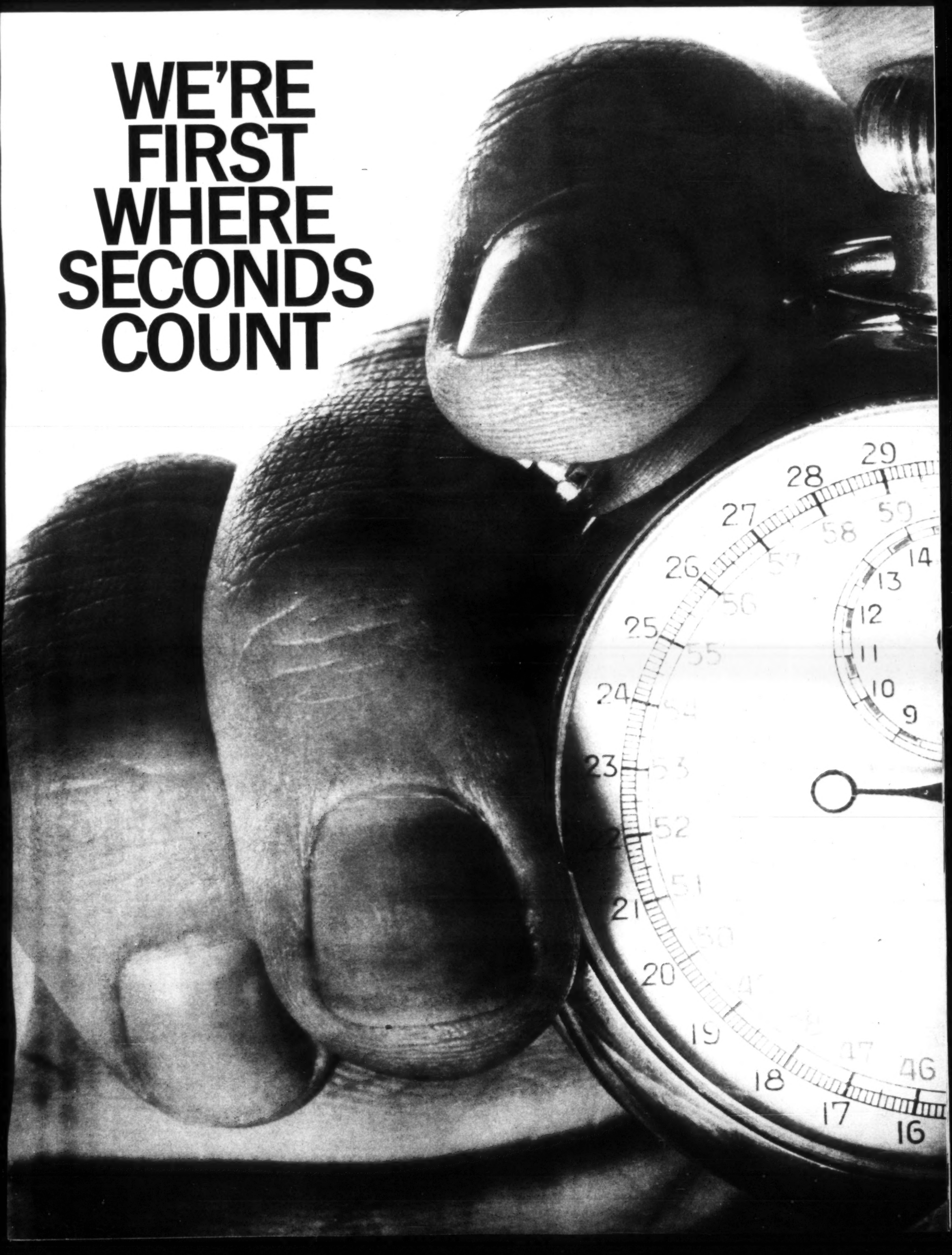
ARE MADE

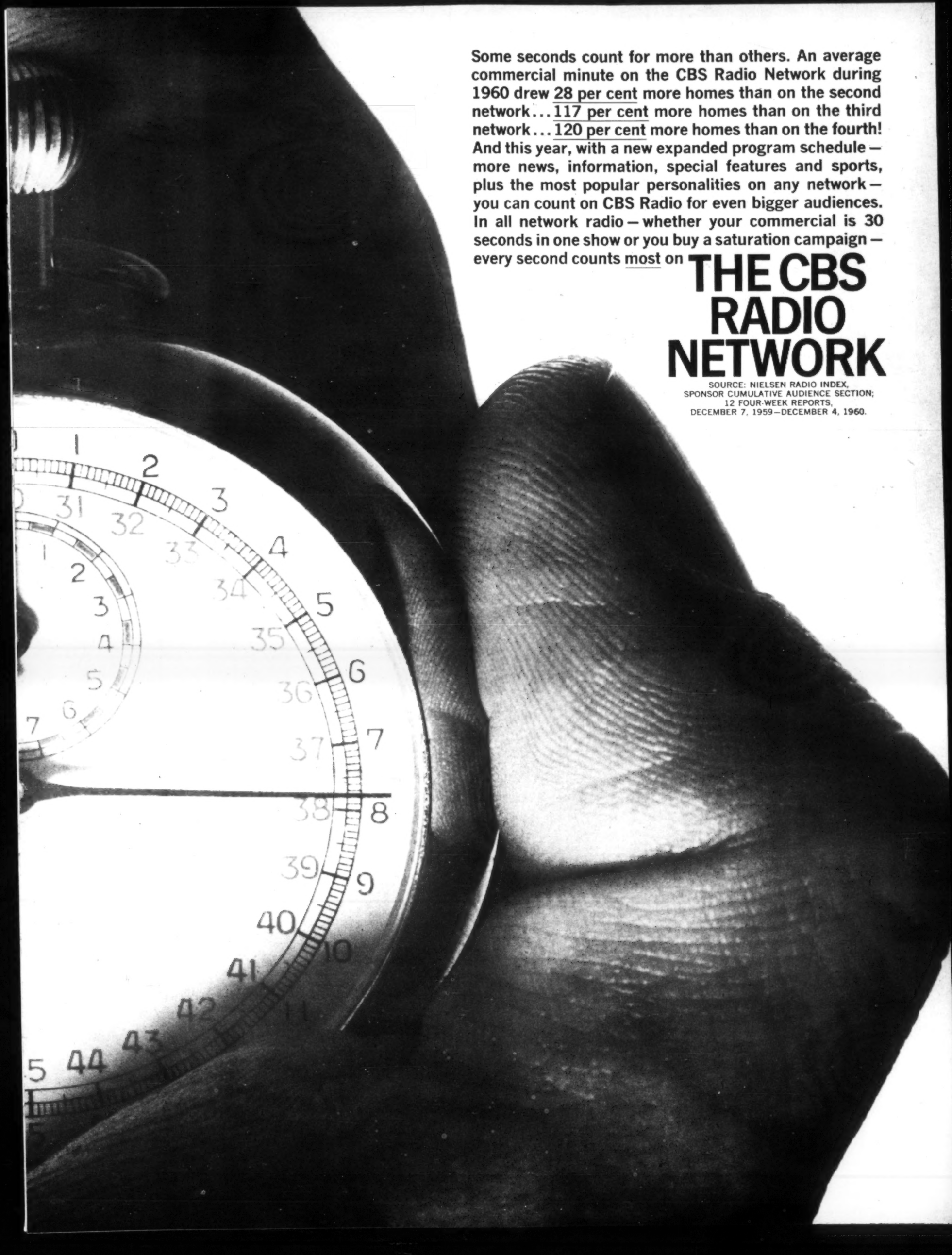
IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 33% more suburban men readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

WE'RE FIRST WHERE SECONDS COUNT





Some seconds count for more than others. An average commercial minute on the CBS Radio Network during 1960 drew 28 per cent more homes than on the second network... 117 per cent more homes than on the third network... 120 per cent more homes than on the fourth! And this year, with a new expanded program schedule — more news, information, special features and sports, plus the most popular personalities on any network — you can count on CBS Radio for even bigger audiences. In all network radio — whether your commercial is 30 seconds in one show or you buy a saturation campaign — every second counts most on

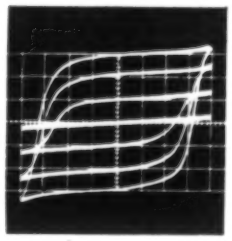
THE CBS RADIO NETWORK

SOURCE: NIELSEN RADIO INDEX,
SPONSOR CUMULATIVE AUDIENCE SECTION;
12 FOUR-WEEK REPORTS,
DECEMBER 7, 1959—DECEMBER 4, 1960.

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

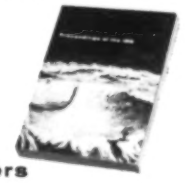
J. A. Rajchman

...for Improvements in Communications



1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in



Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

STOP SITTING ON YOUR HANDS!

Sale-O-Rama PROVES
you can MAKE business GOOD
with proper NEWSPAPER PROMOTION.

Let's look at the record:

With a special section in the Sunday, February 26th issue of the Akron Beacon Journal, members of the Akron Automobile Dealers Association announced a united automobile Sale-O-Rama event to be held in individual dealer sales rooms for one full week.

The results were outstanding. New car sales showed an increase of 61% over the preceding week. At the same time used car sales moved ahead for an increase of 34½%.

This promotion was so successful that dealers announced extending Sale-O-Rama for a second week in order to close hundreds of prospective deals they were unable to handle.

THIS PROVES WITHOUT A DOUBT THAT BUSINESS IS AS GOOD AS YOU MAKE IT. THIS ALSO PROVES THAT WELL PLANNED PROMOTIONS IN NEWSPAPERS DO THE BEST SELLING JOB.

You too can economically make your business good by planning and placing your sales promotions in Akron's ONE and ONLY daily and Sunday newspaper.

Daily Circulation	Sunday Circulation
167,123	177,638

***The* AKRON BEACON JOURNAL**

"Ohio's Most Complete Newspaper"

J. S. Knight, Publisher

Represented Nationally by: Story, Brooks & Finley, Inc.

Getting Personal

Sidney J. Wolf, president of Keystone Broadcasting System, and his wife left March 8 for a 10-week world tour which they planned as a business vacation. Besides sightseeing, Mr. Wolf will call on top broadcast executives in several countries . . .

John L. Magro, president of his own agency and board chairman of Madison, Magro Associates, Cincinnati, was presented recently with one of Italy's highest civilian awards—the Order of Cavalliere Della Ordine Al Merito Della Republica Italiana—for his "outstanding efforts in furthering Italian-American relations" . . .

It's That Time of Year—Two admen of the year awards presented by local adclubs recently went to **Ben McKinnon**, general manager of WSGN, Birmingham, Ala., and to **Arthur Towell**, head of his own ad agency in Madison, Wis. After the awards dinner Mr. Towell and his wife left for a Mexican holiday, joining Mr. and Mrs. **J. E. Davis.** Mr. Davis, now retired, was Chicago manager of Curtis Publishing Co. . . .

OUTSTANDING—*Paul Willis (right), vp in charge of advertising for the Carnation Co., beams as he accepts the plaque and title of Advertising Citizen of 1960 from Carl Falkenhainer, president of the Western States Advertising Agencies Assn., at an association dinner in Los Angeles.*

Never underestimate the power of you-know-what: **Joseph (Pete) Hanson Jr.**, New York advertising sales representative for *Ladies' Home Journal*, and wife Helen welcomed their fifth daughter and eighth child, Helen Marie, on March 1. Pete's only comment: "Before joining the *Journal* in 1952, the Hansons had three sons. Since then we've produced nothing but girls!" . . . It's also a girl for **Bill Mandel**, vp marketing services at Revlon. Patricia Anne, the Mandels' third child, was born Feb. 28 . . . **George Auerbach**, president of Advertising, Radio & Television Services Inc., New York, is celebrating the birth of his first son, fourth child, William Abraham, March 7 . . .

Topsy-turvy—**William Wurster**, head of the Seattle agency bearing his name, did a real flip in an automobile collision that left his car upside down, the doors pinned shut and Mr. Wurster temporarily locked inside, lying on what was the car's ceiling. When finally extricated, he spent two days in the hospital, luckily only with bruises . . .

Charles R. Hook Jr., president of Kudner Agency, has been appointed ad, publishing and entertainment chairman of the commerce and industry section of the '61 fund drive for the Red Cross in New York . . .

J. Donald Ferguson, who retired this January as editor of the *Milwaukee Journal* and president of the Journal Co., was given a citation by the University of Missouri school of journalism "as an indication of the pride in an alumnus who exemplifies the ideals and leadership so necessary to preserve our American society" . . .

Awards Lineup: **Saidie Adwon**, an account exec for KTUL-TV, Tulsa, was named outstanding "salesman" by the Tulsa Sales Executives Club. She's a three-time winner and the only woman to hold that title . . . **C. Brooks Smeeton**, marketing consultant and Marquette University marketing professor, was honored recently as the outstanding advertising leader in Milwaukee . . . **Robert E. Dunville**, president of Crosley Broadcasting Corp., accepted the first Mike award presented by the Broadcast Pioneers on behalf of WLW, Cincinnati . . .

Authors Row: **Willard Pleuthner**, vp of BBDO, edited the ideas of 23 top advertising experts on marketing research, copy, layout and media for a book aptly titled, "Secrets of Advertising Experts," published this month by Thomas Nelson & Sons . . .

Sidney Eaton Evans, daughter of **Homer H. Evans**, ad vp of General Dynamics Corp., was married March 4 to Richard Wallace Montague, son of **Theodore G. Montague**, board chairman of Borden Co. . . . Pamela Maher, daughter of **Edward Maher**, vp of National Assn. of Manufacturers, is engaged to **Jeffrey Winant Clapp Jr.** of Kudner Agency, son of **Jeffrey Clapp Sr.**, a vp of National Distillers & Chemical Corp. . . . **Harvey Chertok**, United Artists Associated's supervisor of advertising and publicity, was married March 12 to Barbara Ann Broudy . . .

what makes a magazine's reporting

AUTHORITATIVE?

About to be whirled head-over-heels in a dizzying sequence of spins and pitches, Geographic Assistant Editor Allan Fisher is getting first-hand experience in this complex training device for Mercury astronauts. As an award-winning writer of aviation and science articles, he felt the best way to report *authoritatively* for the Geographic's 2½ million families on MASTIF ("multiple axis space test inertia facility") was to try it out for himself.

"Authoritative" is outstandingly descriptive of reports appearing in the well-read pages of National Geographic. Its enormous audience is the first to say so — as demonstrated by the nationwide Bolger Study, probing attitudes toward 11 leading magazines among their regular readers. Respondents were asked to grade them on 32 basic image traits at one of six qualitative levels (from *"definitely"* yes to *"definitely not"*). In 11 of the 32 basic traits — of which *"authoritative"* was one — Geographic readers gave their magazine the most positive score of any publication surveyed.

This is the kind of solid editorial climate wherein advertising messages find high acceptance. The Geographic's reputation for authoritativeness is only one of many reasons making it an ideal medium for quality advertisers.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

They laughed when I sat down...

"But I just smiled at the 'impossible' deadline. I knew that I could depend on Century to come through—and with Century's usual top quality, too!"

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Canadian Football TV Muddle May Go to Broadcast Governors

MONTREAL, March 14—Alphonse Ouimet, president of Canadian Broadcasting Corp., has invited tv stations affiliated with the CBC to make representations to the corporation if they want to carry Big Four football this fall.

Mr. Ouimet made the statement as he was quizzed once again in the House broadcasting committee on the muddy picture of Big Four television coverage.

He also hinted that the whole matter would likely come before the Board of Broadcast Governors, Canadian broadcasting's regulatory body.

■ Members of the committee have shown great concern over football coverage ever since the announcement a few weeks back that a private Toronto television station has purchased sole rights to Big Four football. In previous years the CBC has purchased the rights and broadcast the games through its network of CBC stations and affiliated stations.

Crux of the matter is a BBG regulation stating that no affiliated station can accept other network programs without prior permission of its parent network, in this case the CBC.

Mr. Ouimet defended this provision in a lengthy statement to the committee, which was interpreted by some as meaning that some arrangement to carry football could be made. It appears likely that the CBC, without breaking up its own network of affiliates, might work out an arrangement with Toronto Station CFTO-TV for carrying the games to most parts of eastern Canada.

■ Mr. Ouimet stressed that the CBC must have the authority within itself to keep its network intact, in order to carry out its parliamentary mandate. This did not mean that the affiliated stations could not make temporary arrangements with CBC permission.

"There have been hundreds of requests for such permission, and very few have been refused," he said.

"Is this the kind of problem that should come before the BBG, or should it be left completely to you and your affiliates?," Mr. Ouimet was asked.

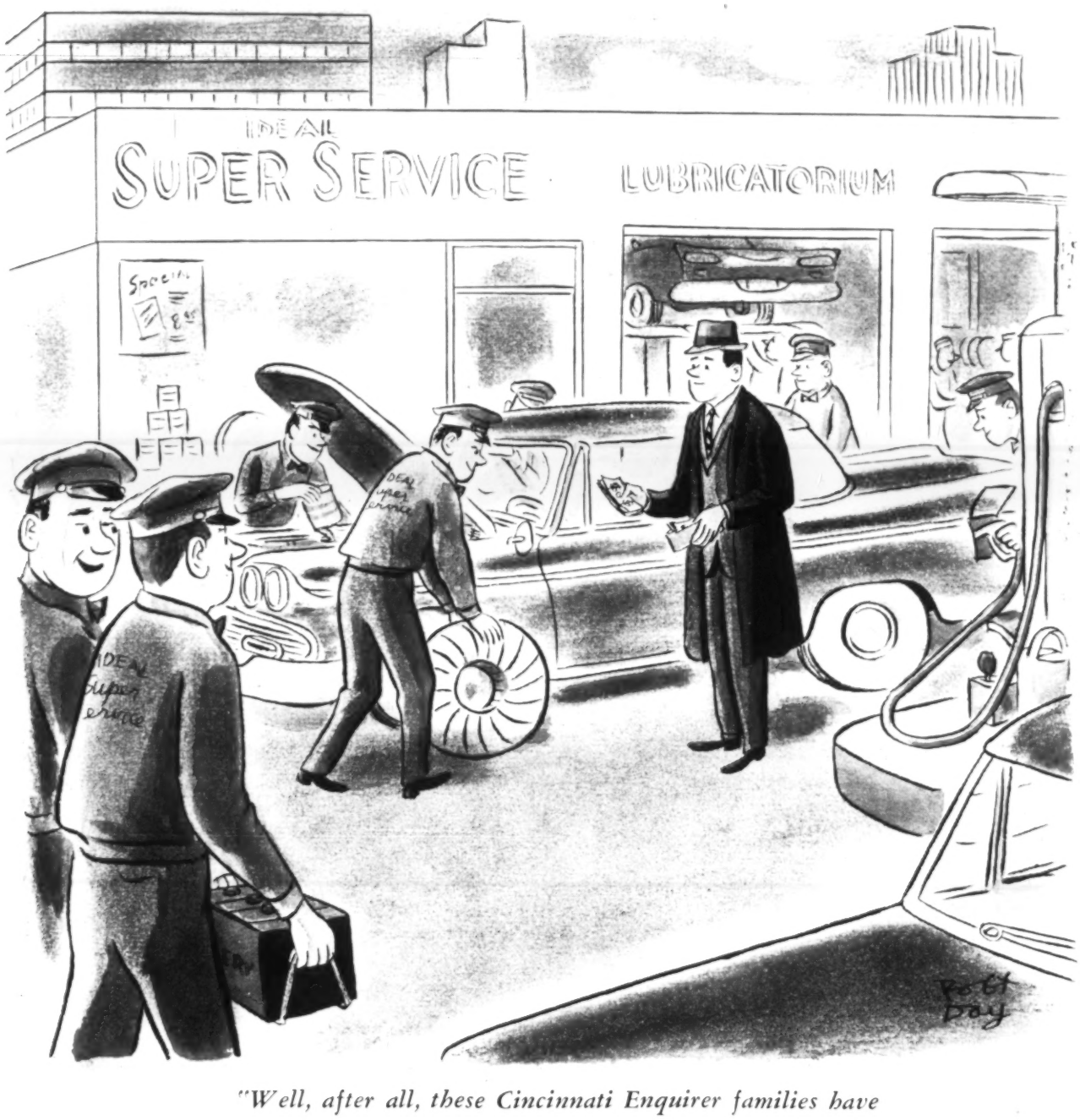
Mr. Ouimet replied that it would have to come to the BBG because CFTO has no authority to operate a proposed network among major eastern cities.

■ Would CBC affiliates in cities outside such a proposed network be allowed to go to the BBG to enter into such a football agreement?

Yes, replied Mr. Ouimet, but before going to the BBG, they should make their representations to the CBC. He said the corporation "felt strongly" about the need for keeping its network intact. #

QUALITY—*National Distillers is promoting its Hill & Hill Kentucky whisky with newspaper ads like this. The brand is regional with sales mostly in the West and Southwest. Fletcher Richards, Calkins & Holden is the agency.*

INSIDE SOLID CINCINNATI:



"Well, after all, these Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family!"

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

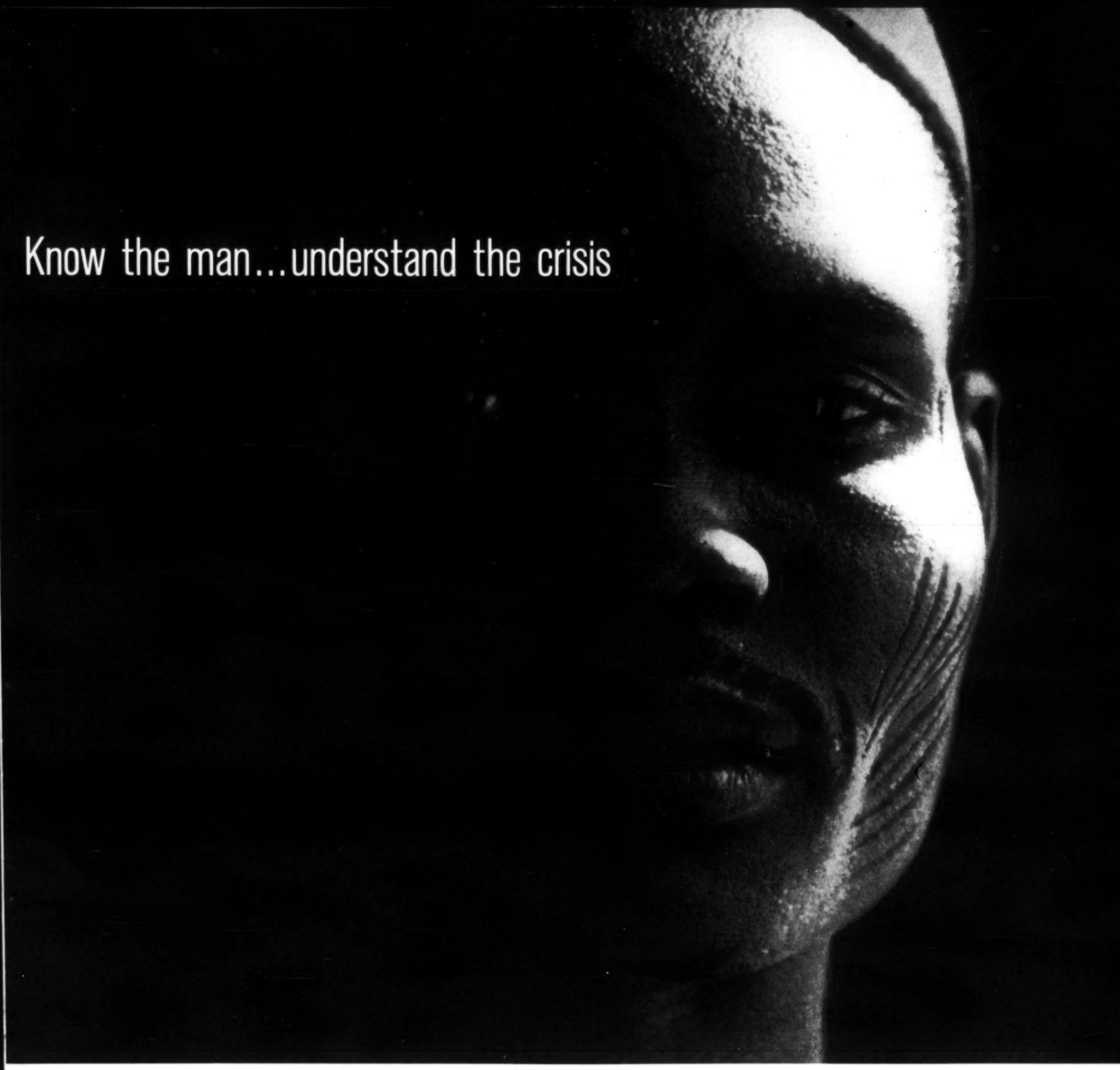
Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

N. Y. Visitors Bureau Reports City Hosted 753 Conventions

New York City was host to 753 conventions last year, a decrease from the record 782 chalked up in 1959. And the 3,259,598 delegates who attended them (up 180,000 people) spent $202,658,780 in New York, down from the 1959 figure of $222,900,000.

These figures were announced by the New York Convention & Visitors Bureau, which is seeking a budget increase from $600,000 to $700,000. Very little of this money has gone to advertising New York's charms, since the bureau uses only direct mail and shows. Most of the budget goes in salaries, services and staff travel expenses.



He lives in a village half a world away. He can't read or write. He earns less in six months than most of us do in a week. Yet he—and others like him—holds the key to one of the most critical problems facing America.

For this man is an African . . . citizen of a continent gripped by cataclysmic social and political upheavals . . . one of millions awakening to a new sense of dignity, a new awareness of strength.

Africa has become a battle ground for ideologies of East and West. How well we succeed depends on how well we understand the people of Africa—their needs and wants, hopes and fears. This is why Look recently sent two writer-photographer teams on separate tours of the troubled land. Their assignment: to bring back the story of Africa in terms of its people.

That story (in 23 pages, 13 of them in full color, including the only up-to-date map of Africa) appears in the current Look. It is a story of great issues—colonialism vs. nationalism, American influence vs. Russian, Islam vs. Christianity—seen through the eyes of people involved.

You meet a cattle herder in Nigeria and a university student in Uganda . . . a witch doctor in Tanganyika and the first Negro Cardinal . . . an Angolan rebel and the brilliant, harassed King of Buganda. Leaders and followers. The well-known and the obscure. The people of Africa.

In today's tense world, an understanding of people—all kinds of people everywhere—is perhaps the most urgently needed, and elusive, commodity of all. For only by understanding others can we resolve our differences where possible . . . can we take stronger action, with firm purpose and telling effect, when necessary.

To achieve this understanding . . . to communicate it with clarity and warmth through the exciting story of people . . . is Look's editorial goal and a mark of Look leadership. It builds a close rapport between Look and its 27,500,000 readers. It creates a uniquely favorable climate for advertising. It explains why, in the past five years, Look has gained more circulation and advertising revenue than has any other major magazine in America.

LOOK

TUCSON'S STAR AND CITIZEN
WINNERS OF 7 OUT OF 8 TOP

AWARDS

for Metropolitan Dailies at the
1961 ARIZONA NEWSPAPERS ASSOCIATION CONVENTION

The Arizona Daily Star Tucson Daily Citizen

RECOGNIZED AS THE
FINEST
NEWSPAPERS
IN ARIZONA

In competition judged by a special committee
of the California Newspaper
Publishers Ass'n.

The Arizona Daily Star — 1st — IN GENERAL EXCELLENCE

The Arizona Daily Star — 1st — IN GENERAL AND DEPARTMENTAL NEWS COVERAGE

Tucson Daily Citizen — 1st — IN COMMUNITY SERVICE

The Arizona Daily Star — 1st — IN MECHANICAL EXCELLENCE

The Arizona Daily Star — 1st — IN EDITORIAL PAGE

The Arizona Daily Star — 1st — IN ADVERTISING CONTENT

Tucson Daily Citizen — 2nd — IN GENERAL EXCELLENCE

Place your advertising in the Tucson Star and Citizen for sales action! Benefit from dominant coverage of the Southern Arizona Market by the two daily newspapers recognized as the finest in the state.

	Population	% of Coverage
CITY ZONE	241,660	97.3
METRO. TUCSON	265,660	91.8
R. T. Z.	408,225	66.3

If you want to cover Arizona the Star and Citizen are a must.

The Arizona Daily Star MORNING & SUNDAY Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Wisdom of New P.O. Rules for Contests Doubted

Publishers Protest Threat to Circulation Promotion Contests

WASHINGTON, March 14—Contest experts are questioning the wisdom and usefulness of new Post Office "lottery" proposals, but the most excited reaction is coming from newspaper publishers.

Contest people say the more stringent judging procedures required by the new rules will simply increase costs, without eliminating any real injustice. Publishers are concerned that the department's tougher attitude toward "reasonable facsimiles" may virtually eliminate newspaper circulation promotion contests.

■ The rules circulated by the department Jan. 26 (AA, Jan. 30) deal generally with two broad types of contest problems.

One part, designed to clarify the department's attitude toward "chance" in mass merchandising contests, sets up a series of rules to make sure that contestants have a chance to display their skill, and that judging is based on clearly disclosed standards. Another part, prompted by the department's concern with "consideration," tightens up on the use of "reasonable facsimiles."

Contest experts have been generally restrained in their reaction to the new standards, but several were skeptical of the need for a rule specifying that "finish the sentence" and essay contests must involve at least 40 words. Philip G. Meyers, Chicago attorney for several advertising agencies, said Shakespeare demonstrated creative skill in the three-word phrase, "Et tu, Brute," and Roosevelt in the expression, "We have nothing to fear except fear itself."

■ George Hopper, of the legal division of Procter & Gamble, said 13 years of experience with contests shows that contest judges have no difficulty whatsoever applying "criteria of originality, aptness and sincerity" to sentences of 25 words or less. Giles B. McCollum, vp of Reuben H. Donnelley Corp., Chicago, commented, "Indeed, it could be argued that brevity of expression is a skill in itself." Mr. McCollum feared that judging costs would increase, and that contests would be forced out of existence.

Reuben H. Donnelley Corp. comment was also concerned about the plan to ban one-line jingle contests and contests involving relatively few instructions, such as baby naming contests, unless contestants are given a chance to explain the reasons for their recommendations. Donnelley said the proposed ban should be replaced with a provision for sponsors to get Post Office approval on an individual case basis.

■ Contest experts displayed little interest in the section of the proposals dealing with the use of "reasonable facsimiles," but newspaper publishers dispatched a flock of indignant letters and telegrams in an effort to get this modified or set aside.

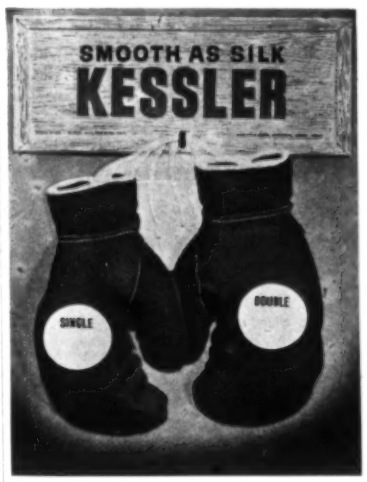
Designed to eliminate any incentive for contestants to buy something instead of preparing their own facsimile, this proposal specifies that full details on the preparation of facsimiles must be disclosed in the contest announcement, and the facsimile must not involve artwork nor the need to copy more than a very few words.

Most box top and label contests are already following this kind of procedure, according to postal experts. Newspapers currently enjoy somewhat greater latitude under existing "facsimile" practices, and publishers sense that puzzle entry blanks involving artwork or a relatively large number of words, as most newspaper contest entry blanks do, will no longer get Post Office clearance.

■ J. M. Stenbuck, general circulation manager of Hearst Newspapers, declared: "We don't believe lottery laws were intended to bar the usual newspaper contest, whereby the entrant gets something of value, namely the newspaper, as well as a contest coupon."

Similarly, Michael Tynan of the *Miami Herald*, chairman of the postal and transportation committee of International Circulation Managers Assn., declared, "Present second class rules were never intended to bar newspapers from legitimate promotions for new readers."

Other newspaper reaction included W. N. Thomson, general manager of the *New York Mirror*, who complained the new plan "would place a heavy burden on newspapers and penalize them for displaying legitimate initiative and enterprise in the public interest." #



PUGNACIOUS—*Kessler Distillers Co. has just released this backbar boxing glove display to taverns.*

For Champions and Tyros

The professional, official journal of competitive shooting, published for the 360,000 members of the National Rifle Assn. of America.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

THIS $1,642,894,000 FARM MARKET IS YOURS WITH THE GREAT PLUS OF HOME STATE EDITING

Your selling message gains power from the intense farmer interest in locally edited INDIANA FARMER. The editor reports only the farm articles of greatest significance to your farm customers and prospects.

This "New Look" of modern Indiana farm production, in brilliant full color, is yours with our compliments. Complete with striking, illustrated border, 22 x 27, on durable paper stock for framing or wall posting. Write, on your letterhead, to Editor, THE INDIANA FARMER.

Home State Farm Paper Unit

TOP-THIRD FARM STATES
TOP-OF-THE-SOUTH STATES

Let this "friendly neighbor" — THE INDIANA FARMER — carry your sales message to rich, diversified, rural Indiana . . . where spendable income reaches $1,642,894,000 yearly! Only 10 states equal this potential. Income in Indiana is *big* and steady — year around. It's a Top-Third Farm income state.

The Ohio Farmer, Michigan Farmer, Pennsylvania Farmer, Kansas Farmer and Missouri Ruralist serve markets with similar Top-Third Farm income patterns. The Kentucky Farmer and The Tennessee Farmer serve the rich Top-Of-The-South market. All are printed in high-quality rotogravure or offset. One set of repro material (gravure) will serve all six roto publications. One set of offset material for Kansas Farmer and Missouri Ruralist. You get *production economy* plus FREE bleed.

Localized editing also sets the stage for STRAIGHT-LINE ADVERTISING in all publications of the Home State Farm Paper Unit—advertising directed straight to the farmer "where he lives." You get strong reader IMPACT on the local level for deeper penetration and greater results.

Send for file folder which demonstrates the new look in farm paper advertising.

THE *Indiana Farmer*

INDIANAPOLIS 5, INDIANA

in 1960 . . . these 20 top local and national spot advertisers on WBBM-RADIO

AMERICAN AIRLINES
Programs and Announcements

ANHEUSER-BUSCH
Announcements

CHRYSLER CORPORATION
Programs and Announcements

CITIES SERVICE
Programs and Announcements

CLARK OIL & REFINING CORP.
Announcements

COCA-COLA
Programs and Announcements

REUBEN H. DONNELLEY CORP.
Announcements

FORD MOTOR COMPANY
Programs and Announcements

GENERAL MOTORS CORP.
Programs and Announcements

THEO. HAMM BREWING CO.
Programs and Announcements

spent

$2,410,

WBBM Radio's solid LIVE *SHOW*manship and motivating LIVE *SALES*manship produces SALES RESULTS year after year! That's the reason so many of America's gilt-edge advertisers continually depend on WBBM Radio to move their products or sell their services in the nation's second market.

Call Bill Connelly, WHitehall 4-6000 or CBS Radio Spot Sales

PETER HAND BREWERY CO.
Programs and Announcements

INTERNATIONAL NICKEL CO., INC.
Programs

NORTHWEST ORIENT AIRLINES
Programs and Announcements

R. J. REYNOLDS TOBACCO CO.
Programs and Announcements

MORRIS B. SACHS
Programs and Announcements

ST. PAUL FEDERAL SAVINGS & LOAN ASS'N.
Programs

SCHLITZ BREWING CO.
Programs and Announcements

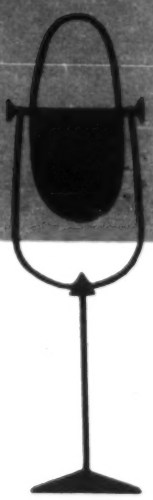
STANDARD BRANDS
Programs and Announcements

UNITED AIRLINES
Programs and Announcements

WALGREEN CO.
Programs and Announcements

008.84

LIVE showmanship *LIVE salesmanship*



WBBM RADIO

CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

February Advertising Volume in Business Publications

February / *Volume −11.2% (in pages) under 1960*

Industry Division	1961	1960	Page Change	Percent Change
Manufacturing	12,198	13,550	− 1,352	−10.0
Transportation	3,137	3,549	− 412	−11.6
Mining	557	752	− 195	−25.9
Petroleum & Gas	1,654	1,887	− 233	−12.3
Construction	5,905	6,922	− 1,017	−14.7
Food	1,571	1,644	− 73	− 4.5
Services & Distribution	3,812	4,098	− 286	− 7.0
Institutional	2,452	2,903	− 451	−15.5
Government	423	451	− 28	− 6.2
Export-Import	881	953	− 72	− 7.6
Farm Equipment Distrbn.	195	228	− 33	−14.5
Total	**32,785**	**36,937**	**− 4,152**	**−11.2**

Year-to-date / *Volume −9.6% (in pages) under 1960*

Industry Division	1961	1960	Page Change	Percent Change
Manufacturing	23,740	25,653	− 1,913	− 7.5
Transportation	5,848	6,474	− 626	− 9.7
Mining	1,069	1,365	− 296	−21.7
Petroleum & Gas	3,059	3,454	− 395	−11.4
Construction	11,678	13,456	− 1,778	−13.2
Food	3,047	3,108	− 61	− 2.0
Services & Distribution	7,893	8,576	− 683	− 8.0
Institutional	4,840	5,603	− 763	−13.6
Government	825	872	− 47	− 5.4
Export-Import	2,041	2,250	− 209	−10.0
Farm Equipment Distrbn.	385	432	− 47	−10.9
Total	**64,425**	**71,243**	**− 6,818**	**− 9.6**

Business Paper Ad Volume Off 11% in February: 'IM'

CHICAGO, March 14—Business publication advertising page volume in February dropped 11.2% below the volume for February, 1960. It was also 3.6% lower than in January, 1961, when the volume was down 7.6% compared to the same month last year. On a year-to-date basis, ad volume was down 9.6% compared with the first two months of last year.

These figures are based on a monthly survey of 351 publications which report their ad volume to *Industrial Marketing*. Publications are grouped into 11 divisions according to SIC classifications. They are then further subdivided into major industries.

None of the basic divisions showed any gain for either the monthly or year-to-date volume comparisons. Hardest hit was the mining division, which was down 25.9% compared to February, 1960, and 21.7% lower for the first two months of 1961.

The institutional division declined 15.5% on a comparative monthly basis and 13.6% on the year-to-date basis. Volume of construction division publications declined 14.7% for the month compared with February of a year ago and 13.2% for the year, the *IM* survey showed.

■ Divisions respectively reporting lowest losses were those in the food and government markets divisions. The food division dropped 4.5% from February, 1960, volume and 2.0% on a year-to-date basis. Publications in the government division were down 6.2% for the month and 5.4% for the year.

Some individual industry classifications showed marked gains. Within the divisions, on a year-to-date comparison, the largest gain—23.5%—was made by publications serving the motel and resort market. Non-alcoholic beverage publications were up 10% over last year; those in the canning and freezing group were 6.5% higher, while the printing and publishing class was up 6.1%.

■ On the negative side were publications in the construction materials distribution field and coal mining and production, both of which were down 25% for the year.

A few industry groups were holding relatively stable with last year's ad volume. Publications in this category included: Packaging (+0.8%); finance and insurance (+0.3%); instruments (+0.1%); and advertising and merchandising (+0.01%). #

Marplan Names Johnston VP

Marplan, marketing research and product planning subsidiary of Interpublic Inc., has named C. Richard Johnston vp and manager of its new Detroit office. Mr. Johnston formerly was manager of marketing research for RCA's corporate staff, and was director of market analysis for the Plymouth division and product research coordinator for the Ford division. Marplan's new Detroit office will serve the local staff of McCann-Erickson and its clients. Mr. Johnston will be client service director for the Buick and GMC truck accounts.

Murray to Industrial

Donald E. Murray, formerly operator of his own publishers' representative business, has been named midwestern representative for *Occupational Hazards* and *Refrigeration & Air-Conditioning Business*. He will be based at the Cleveland headquarters of Industrial Publishing Corp.

a new dimension...

NIELSEN MEDIA SERVICE

NMS Report just published

providing, for the first time, syndicated and continuing total-audience measurements of magazine audiences . . .

. . . reporting magazine and television audiences
singly and in combination,
measured in the same national panel,
using industry-accepted techniques.

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
CHICAGO 21, ILLINOIS
2101 Howard St., HOllycourt 5-4400
MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

NMS NIELSEN MEDIA SERVICE

Nielsen Media Service
providing continuing measurements of magazine and tv audiences for advertising decisions

A. C. Nielsen Company • 2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

WIN THE BIG ONES

How they won the big one

Another vital pass completion by Van Brocklin helps the Philadelphia Eagles down the Packers for the 1960 Pro Football Championship.

UPI

Concentrate where it counts, in the "A" markets ...where 41.2% of total retail sales are made

In these *big* rich, decision-making markets and contiguous counties, American Weekly concentrates 86% of its circulation...and works better... more efficiently...more effectively than does any other magazine. Where network TV and national magazines "thin-out", American Weekly "thicks-in".

The American Weekly

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · BEST READ SUNDAY MAGAZINE · 65TH YEAR 1896-1961

MISSILE ROCKET BALL POINT PEN

HIT The target on your next promotion with this new, different and timely pen.

with or without imprint

Your sales promotion or premium offer will be a perfect shoot with this miniature missile rocket ball pen. Write today for quantity price and sample.

R-W CORPORATION MFGRS.
22849 VENTURA BLVD.
WOODLAND HILLS, CALIF., USA

Reach, McClinton Names Seven

Reach, McClinton & Co. has named seven persons to its New York, Newark and Chicago staffs. Leonard Newsteder, formerly with Mogul Williams & Saylor, has been named director of the agency's industrial division in Newark. In New York, Linton P. Meade, formerly with Ellington & Co.; Charles Carver, formerly with Lynn Baker Inc.; Jay Albrecht, formerly with McCann-Erickson; and Jerome J. Wesson, formerly with Pike & Becker, have joined the copy staff. William Tracy, formerly with J. Walter Thompson Co., has been named an account executive. In the Chicago office, James M. Miller Jr., previously with Klau-Van Pietersom-Dunlap, Milwaukee, has been named a member of the account group.

General Outdoor Moves Unit

General Outdoor Advertising Co. has moved its highway identification division office from New York to the division's manufacturing plant, at 1000 Jefferson Davis Hwy. in Richmond, Va.

Benito Promotes Hall

Louis Benito Advertising, Tampa, has promoted John Hall, formerly vp and a director, to exec vp and office manager. Edward Boese, a vp and a director, has been named art director.

O'BRIEN'S BUYIN'—*O'Brien Paint Corp., South Bend, will open its spring push with a color page in the April American Home. A smaller, eight-page detachable insert will explain color planning. Clinton E. Frank Inc. is the agency.*

FIRST in Cleveland
in MEN'S WEAR
ADVERTISING*

6TH
in America in total Advertising
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)
Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

*Source: Media Records

Grocer Liability Extended by N.Y. Court in Reversal

ALBANY, March 14—In a unanimous reversal of a previous theory, the state court of appeals has ruled that a grocer is now liable to the family of a shopper to whom he sells harmful food, as well as to the individual shopper.

The specific case concerned a father whose daughter was injured by pieces of sharp metal in a can of salmon which he had bought. The appellate division had ruled that only the father could recover damages, because the daughter had not been a party to the sale contract—the traditional theory on such cases in this state.

But the state's highest court points out the "unfairness of the restriction" and declared: "Today, when so much of our food is bought in packages, it is not just or sensible to confine the warranty's protection to the individual buyer. At least as to food or household goods, the presumption should be that the purchase was made for all members of the household."

■ One justice thought the state legislature should decide how much storekeeper liability should be broadened, pointing out that it is just as unfair to hold the retail grocer liable for defects in a canned product over which he has no control and cannot inspect.

RAB Boosts Two

Maurice E. (Doc) Fidler, formerly a divisional manager of member service of the Radio Advertising Bureau, New York, has been promoted to manager of the member service department, filling a post left vacant by Patrick E. Rheaume, when he was promoted to director of member service about six months ago. RAB also has named Robert F. Nietman, formerly manager of the package goods group in the national sales department, to the new post of manager of recorded services.

Lynn Named Cochran President

Andrew (Adam) Lynn, formerly in charge of domestic marketing for Chesebrough-Pond's Inc., has purchased a major, but not controlling, interest in Jacqueline Cochran Inc., New York, from Miss Cochran and was named president and chief executive officer of the cosmetics company. Mr. Lynn was at Chesebrough-Pond's for three years before he resigned last November to devote his time to "many outside interests." He was formerly sales vp of Revlon Inc.

Copyright © 1952, The New Yorker Magazine, Inc.

Drawing by Garrett Price

The New Yorker creates

"The New Yorker creates sales. Quality retailers know this. That's why The New Yorker each week is a showcase of quality retail advertising, and that's why we have used The New Yorker since 1926."

Andrew Goodman

President, Bergdorf Goodman

SCORE TWICE WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

'Int'l Railway Journal' Is Simmons-Boardman Reply to Apathy to 'Another U.S. Magazine'

NEW YORK, March 14—A new concept in international publishing is being tried by Simmons-Boardman Publishing Corp.

The concept is embodied in the company's new magazine, *International Railway Journal*, a monthly launched in January from the Hague.

Robert G. Lewis, publisher of Simmons-Boardman's weekly, *Railway Age*, is supervising the new international venture from New York.

Mr. Lewis, who returned recently from a trip around the world, told ADVERTISING AGE that there is a big and growing market overseas for railway equipment, particularly in countries pushing industrialization programs.

He noted, for example, that the construction of four new steel mills in India required 200 miles of double tracking.

Mr. Lewis said Simmons-Boardman decided that the best approach to this worldwide market, for a publisher, would be via a magazine that is "truly international." He pointed out that the reaction abroad to a publication exported out of the U.S. is: "We don't need another American magazine."

Simmons-Boardman therefore went international by setting up *International Railway Journal* in the Netherlands, establishing a strong sales representation in Europe and adding editorial correspondents all over the world.

IRJ is printed in the Hague and mailed all over the world from this Dutch city. All inquiry cards are returnable to the Hague.

The magazine is printed in English but each article is accompanied by a 200-word *precis* in three other languages—French, German and Spanish. In addition, all pictures are captioned in these four languages.

■ A special multi-lingual advertising unit is also offered to advertisers. *IRJ*'s one-time page rate is $385. The multi-lingual rate is $515 and covers a full page plus a facing one-third-page unit in which the advertiser's copy is translated into Spanish, French and/or German. *IRJ* will also provide translations in other languages if an advertiser so requests.

IRJ is represented in Europe by London-headquartered United International Industrial Press, organized last year by Max Holsinger, former Miller Freeman executive (AA, Oct. 10). Three salesmen are assigned fulltime to *IRJ*, and they make call reports directly to Mr. Lewis.

IRJ has set up a controlled circulation of 10,000, with the book mailed to all potential buyers of railway equipment. About 20% of the copies are distributed on the European continent and another 18% go to the United Kingdom. Latin America accounts for another 20% of the circulation.

■ Mr. Lewis pointed out, for the benefit of any would-be imitators, that this is an expensive way of getting into international publishing. Production costs are cheaper in the Hague than in New York, but, he said, the cost of the magazine paper easily wiped out this savings. Adding to the costs are postage and cable charges and maintenance of correspondents in key cities.

Mr. Lewis said he is shooting for a short-term goal of 40 advertising pages per issue. He estimated that it would take 30 pages before a profit was made. *IRJ* carried 15 pages in its March issue and will carry 16 in April.

'FOOD MARKETING INT'L' IS INTRODUCED

NEW YORK, March 14—*Food Marketing International*, a new quadrilingual export magazine, made its bow last week. Published by John Profit Associates, the bi-monthly has a controlled circulation of 10,500 among food company executives in all parts of the world, excluding North America.

Food Marketing International has four columns to the page. Three columns are printed in English and the fourth contains summaries (of articles or ads) in German, French and Spanish.

The onetime page rate is $525, and the initial issue carries ads from B.N.S. International Sales, Pacmarine Products, Union Carbide International, Vapor International and Dictaphone Corp. #

Duffy, McClure Boosts Wilder

Duffy, McClure & Wilder Co., Cleveland, has promoted Paul W. Buchholz to creative media director.

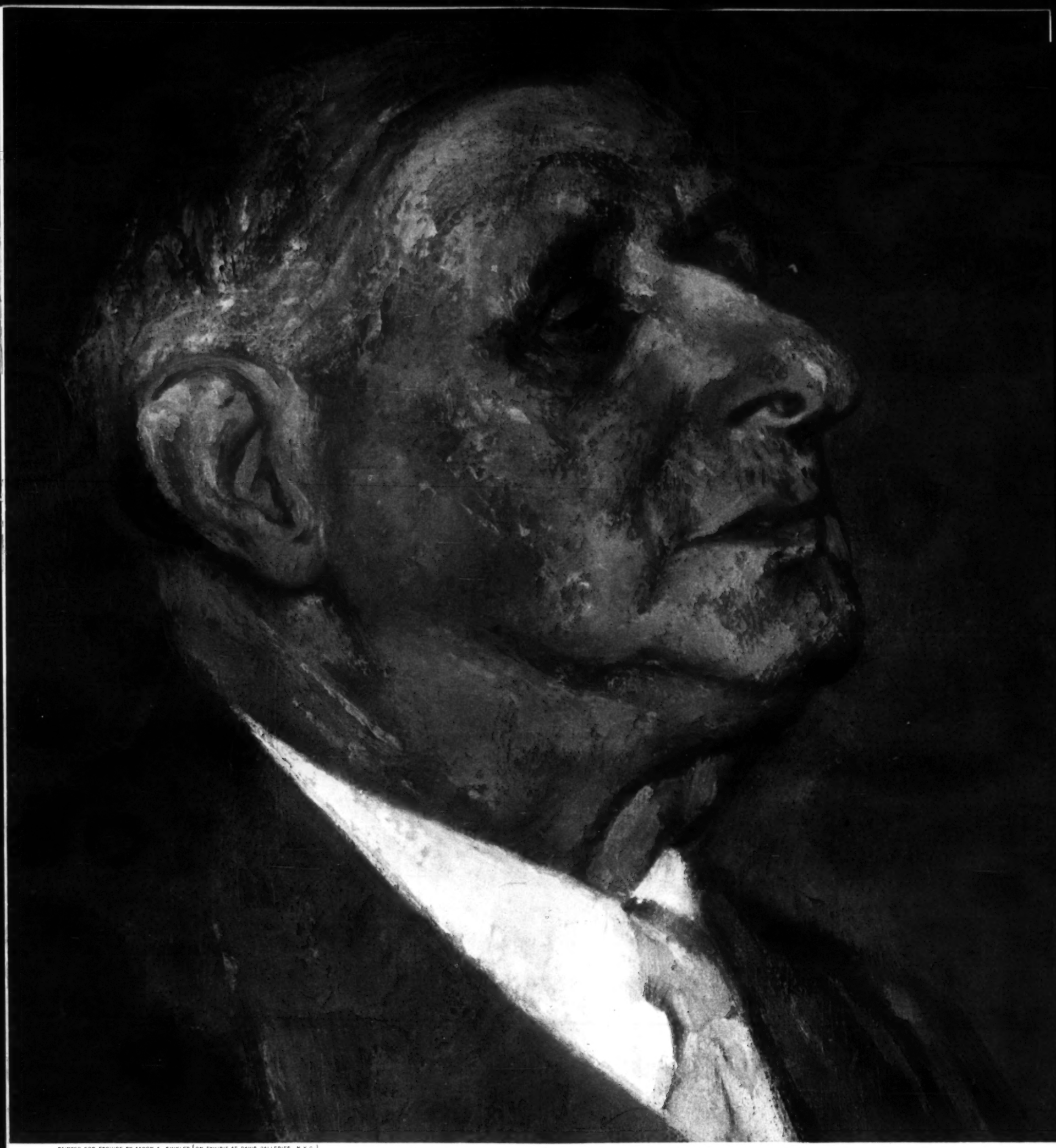
Now it's official...
San Antonio is the Nation's
17th Largest City!*

14. DALLAS
15. NEW ORLEANS
16. PITTSBURGH
17. SAN ANTONIO
18. SEATTLE

1960
U. S. Census Bureau
OFFICIAL
RANKINGS

WOAI-TV 4
Represented by
NBC
Edward Petry & Co., Inc.
The Original Station Representative
SAN ANTONIO, TEXAS

*From Census Bureau Rankings — top 25 cities



PAINTED FOR ESQUIRE BY AARON A. SHIKLER (ON EXHIBIT AT DAVIS GALLERIES, N.Y.C.)

"If de Gaulle does not succeed, he will be succeeded by catastrophe."

David Schoenbrun reflects on the disaster that hovers... AFTER CHARLES OF FRANCE...in the pages of April ESQUIRE.

Month after month, such widely diversified articles appeal to the well-rounded interests of the ESQUIRE reader. They make ESQUIRE an *authority* editorially...and this authoritative atmosphere permeates the advertising pages, effectively selling your products and services.

AUTHORITY
IN
A
MAN'S
WORLD

ENRICH YOUR LIFE WITH HOBBY PAINTING

Serious-minded beginners taught in Otis in less than six weeks or fee returned. Amazingly successful new and simple teaching techniques based on proven school curriculum. Study at home with help of correspondence. Finish quickly or slowly as you wish. No boring exercises. Fun from start. Paint pictures suitable for framing halfway in course. Talent unnecessary. Unrealized creative ability developed. All students enthusiastic. Low tuition. Time payment. The best way to a wise decision is through leisurely examination of the course. Will gladly send it to you for two weeks' preview, free and without obligation. Simply write saying, "I accept your conditional proposal in Advertising Age for March 20, issue." Print name and address. **The Hartley Course, Westport, Connecticut.**

BBDO, Monsen Win Top Ad Art Awards at Chicago Show

More than 100 works of advertising and editorial art produced by members of the Artists Guild of Chicago and published since January, 1960, are on exhibit during March at the Chicago Public Library. Winner of the gold award in advertising illustration in color was work done by Larry Larimer, artist, under the direction of Robert Dunn, art director, Batten, Barton, Durstine & Osborn, for Conn organs. Winner of the gold award for b&w ad illustration was work by artist Phoebe Moore, directed by Bernim-Monsen, for Monsen Typographers.

These awards, among almost 50 others, ranging from gold medals to honorable mentions in various advertising and editorial categories, were presented at a special luncheon preceding the opening of the show. The exhibit will continue April 10-31 at Chicago's new Visual Arts Center, 27 E. Ohio St.

Rep Names O'Connor VP

Arthur O'Connor, radio sales manager of Devney-O'Connell, New York, has been named vp in charge of the radio division of the radio-tv station representative company. Devney-O'Connell has been named U.S. representative for CKY, Winnipeg, formerly handled in the U.S. by Forjoe & Co.

Healy Adds Two Accounts

Packaging Industries, Montclair, N. J., manufacturer of a complete line of "blister packaging" machinery, and Rohde & Schwarz Sales Co. (USA), Passaic, N. J., manufacturer and designer of electronic measuring devices, have appointed Healy Advertising Agency, Montclair, N. J., to handle their advertising.

Stiffler Names Jimison

Stiffler Stores, Jackson, Ohio, operator of 13 department stores in southern Ohio, has named Jimison Advertising Agency, Jackson, to direct its advertising and promotion.

SPRING—*Lanvin Parfums Inc. is using this flower display in stores to dramatize the new packages for Spanish Geranium fragrance.*

Advertisers Ignore Teen Agers, Older People, Wood Says

HOUSTON, March 14—Advertising has been neglecting such important segments of the market as the older age group and teen agers, according to Albert J. Wood, president of A. J. Wood Research Corp., Philadelphia.

Speaking before the seventh annual public utilities seminar of the American Marketing Assn. Mr. Wood pointed out that in studies of various geographical areas, only 10% of homemakers 45 years or older own electric or gas clothes dryers.

Although it is true that such products have more appeal for younger people, little, if anything has been done by appliance manufacturers or the public utilities to stimulate interest in these appliances among older homemakers. Yet it is the latter who "frequently represent the largest supernumerary incomes in our economy" and who can afford to buy clothes dryers, he pointed out.

■ Consumer advertising invariably pictures a young woman and this undoubtedly "has the broadest, most universal appeal. But in seeking a common denominator that represents the consuming public at large, important segments of the market are ignored," Mr. Wood said.

He suggested that to reach the "lucrative, untapped market of homemakers over 45" with such a product as a clothes dryer, advertising might be focused on the breadwinner's approaching retirement. Ad copy might read, "Soon you'll be retiring from your job. Will you permit your wife to retire from hers?"

Very little is also being done by the appliance and utilities industries to prepare for the teenage market when it peaks within the next few years. Although the traditional concept of the wedding gift has been china, sterling silver and such, "in keeping with today's emphasis on the functional, what is more practical for a pair of newlyweds than a spanking new clothes dryer?" #

Lancey, Ehlinger Opens

John P. Lancey, Robert J. Ehlinger and William A. Moore have opened a new sales promotion company, Lancey, Ehlinger & Moore, with offices at 273 S. 59th St., Philadelphia. Mr. Lancey, president of the new company, formerly was advertising and sales promotion manager of the Philadelphia Sealtest Foods division of National Dairy Products Co. Mr. Ehlinger was formerly public information manager of Smith, Kline & French Laboratories.

JERRY LEWIS STARS IN HIS PRODUCTION OF CINDERFELLA. A PARAMOUNT RELEASE

Take the bull by the tail! If high costs are horning in on profits, try this smart maneuver. Without giving any ground on quality, save on sales folders, catalogs and other printed material by specifying Consolidated Enamel Printing Papers. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Paper Merchant. He's ready to help you pull in those bigger profits!

Available only through your Consolidated Paper Merchant.

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

PROBLEM:
American Beauty Macaroni Co. needed the appetite appeal and label identification of full-color magazine reproduction, BUT ONLY IN SELECTED MARKETS WITHIN THEIR DISTRIBUTION AREA!

The macaroni
CURL

Eye-appealing, easy to prepare... this new shaped, vitamin enriched American Beauty product will delight your family. You'll find the recipe for this nourishing one-dish meal printed right on the back of the package... try it soon.

American Beauty

AMERICAN BEAUTY MACARONI CO.

DENVER • WICHITA • KANSAS CITY • ST. PAUL • LOS ANGELES • ST. LOUIS • SALT LAKE CITY

SOLUTION: Home Edited Gravure Magazines...like the Denver Post Sunday Empire Magazine in Denver

American Beauty Macaroni, from its Denver plant, is distributed in six states in the West and Southwest. The only major market in this area is served by a locally edited magazine—the Denver Post Empire Magazine. It offered full-color magazine reproduction plus the reach and penetration of newspapers. American Beauty merely matched up the magazine to its major market.

Only locally edited magazines offer regional and national advertisers full-color magazine reproduction in 5,851,749,684,520,334,682,271,908,086,030,848,019,660,800,000,000 different major market combinations. Use them as your tactical ad force in 40 major markets.

Sunday Empire
THE MAGAZINE OF THE DENVER POST • VOICE OF THE ROCKY MOUNTAIN EMPIRE
Eye-appealing, easy to prepare... this new shaped, vitamin enriched American Beauty product will delight your family. You'll find the recipe for this nourishing one-dish meal printed right on the back of the package... try it soon.
Beauty
AMERICAN BEAUTY MACARONI CO.

The Denver Post Sunday Empire Magazine is a member of the Locally Edited Gravure Magazines listed below. It is also a member of Metropolitan Sunday Newspapers (Sunday) and is one of the 54 individual Home Edited Gravure Magazines serving 40 of the nation's leading markets.

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DALLAS TIMES HERALD • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES-PICAYUNE • PHOENIX ARIZONA REPUBLIC • PITTSBURGH POST GAZETTE & SUN TELEGRAPH • ST. LOUIS GLOBE-DEMOCRAT • TOLEDO BLADE • WASHINGTON POST TIMES HERALD

Airequipt Sets Drive for New Superba Sonic

'Preponderant Share' of Budget for Wireless Projector Goes to TV

NEW YORK, March 14—Airequipt Mfg. Co. has launched a $300,000 campaign to introduce its new Superba Sonic wireless-controlled slide projector. The campaign is the biggest spring ad drive in the company's history.

Airequipt, which has been selling slide projector accessories and components for ten years, began to sell its own projectors last year, when it introduced a line of four Superba slide projectors. That campaign had an investment of some $300,000 over a six-month period.

The current campaign began Sunday, with newspaper ads ranging from 1,050 lines to 312 lines in ten markets—New York, Los Angeles, Chicago, Detroit, Boston, Washington, Pittsburgh, Minneapolis, Atlanta and Cleveland. The newspaper campaign was "an extra push," decided on late in the planning.

Television will get the "preponderant share," according to Edgar E. Peck, account supervisor at Sudler & Hennessey, which got the account last June. Tv ads will break April 28 and will run through June 1. The schedule calls for network participations on the "Jack Paar Show" at least once a week, making a total of six "for sure, with possibly more."

■ Mr. Peck said that because the Superba Sonic lends itself well to demonstration on tv, this form of promotion will be a feature of the commercials.

He said the Airequipt line had 12 participations on the Paar and Dave Garroway shows last fall: "In my best Anglo-Saxon underplaying, the response was a smash."

Print ads will fall in three areas. In the big consumer magazines b&w bleed pages are scheduled for May editions of *Esquire*, *Holiday* and *Sunset Magazine*, and *Sports Illustrated* May 1.

In the hobby classification, b&w bleed pages will appear in June issues of *Popular Photography* and *Modern Photography* and the July *U. S. Camera*.

In business publications, the March 12 issue of *Photographic Trade News* carried a b&w bleed spread. *Photo Weekly* will carry b&w spread inserts March 20 and May 15. *Photo Dealer* will carry b&w bleed spreads in April and May.

■ In addition, for local dealer advertising, Airequipt also has a cooperative ad program calling for use of newspapers, tv and radio.

The Superba Sonic is in national distribution. Trade sources indicate that competitive advertising for a wireless-controlled slide projector by at least one other company is likely to break soon.

Price of the Superba Sonic has been set at $219. ≡

Hogan Joins Morrissey

Marty Hogan has joined John B. Morrissey Co., Chicago agency, as a vp. Mr. Hogan until recently was general manager of WCFL, Chicago.

Snellenburgs Radio Push Uses 13 Radio Personalities

Snellenburgs, Philadelphia department store chain, launched an extensive spot radio campaign built around 13 radio personalities on six Philadelphia stations. The chain is backing a total of 13 Monday-through-Friday half-hour segments between 8 a.m. and 9:30 p.m. (EST).

Each show has one station personality handling commercials dealing with each specific merchandise category. The announcers also participate in store events. Stations carrying the schedules are WCAU, WFIL, WRCV, WPEN, WIBG and WFLN. Lavenson Bureau of Advertising is the Snellenburgs agency.

Ads in 'Life,' Supplements Spearhead Brach's Drive

E. J. Brach & Sons, Chicago, will push eight summer candy varieties in a four-color, page-and-one-half ad in the May 3 issue of *Life*. A four-color page will appear in the May 14 issue of *Parade* and the May 21 issues of *Family Weekly* and *This Week Magazine*. "For a refreshing summer lift... Brach's candy pick-me-ups" is the theme of the campaign, which is supported by new package design; offer of a Candy Susan serving tray for $2 and any two Brach's labels; and in-store merchandising. John W. Shaw Advertising, Chicago, is the agency.

'Miami' Sold in 131 Markets

Ziv-United Artists Television Co., New York, has sold "Miami Undercover" to Anheuser-Busch for showing on KWTV, Oklahoma City, Okla., and WJHG-TV, Panama City, Fla. The series now has been sold in 131 markets.

New Canadian Annual to Bow

Maclean-Hunter Publishing Co., Toronto, will bring out a new annual publication, *Canadian Controls & Instrumentation*, in November. The one-time page ad rate is $360.

NEW—FROM BVI!

Premium Planning Service

- "Package Planning" for top premium and stamp plan results
- Complete merchandising program
- Profit from BVI leadership in "most wanted" premiums — Electric Can Openers, Paint Sprayers, Tools and Appliances

CALL OUR 'MAN WITH A PLAN' FOR YOU

Phone, wire or write — today!
Manager, Premium Sales
BURGESS VIBROCRAFTERS, INC.
Grayslake, Illinois
BAldwin 3-4821

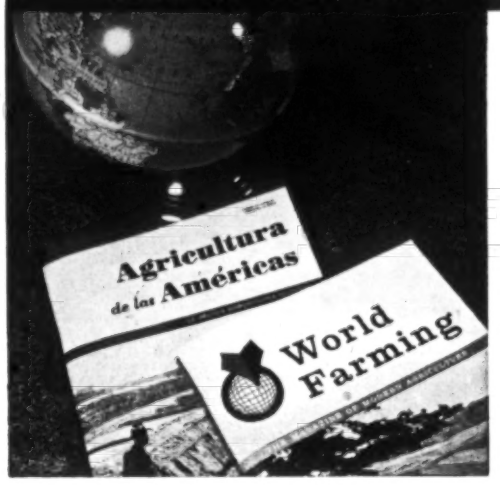
PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in *both* Carolinas, and still building. □ Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen . . . add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach . . . and you come out with a real PLUM of a buy. □ South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina
Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**
G. Richard Shafto, *Executive Vice President*

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

Eschew the Straw

FARMING is as old as getting up before breakfast, or older, and there are those whose ideas about farmers haven't changed since they last saw the sun rise. One finds no more straw-chewing hayseeds in Iowa than in a rush-hour subway crowd. Don't be misled by attire.

Iowa farmers are big businessmen, even though they wear few white-on-white shirts while working. They operate some 190,000 farms whose average size is 185 acres. They till only 1.89% of the total land area in the continental U.S., yet Iowa ranks second among the states in total value of agricultural and livestock production (hogs, 22% of U.S. total; corn, 19%; oats, 18%; soybeans, 12%). Average gross income per farm in 1959 was 68% above the national average. For the first nine months of 1960 total gross income was $1,808,592,000—up 5% over the same period of 1959.

Farms are becoming highly mechanized; they grow bigger; fewer people are needed to run them; folks move to town and find jobs in business and industry. Iowa now outranks half the states in number of manufacturing plants.

Iowa's population increased 5.2% in the last decade. The increase in WMT's home county (Linn) was 31.3%; in Waterloo's county (Black Hawk) it was 21.9%. Other Eastern Iowa counties in our coverage area also show gains above the state average.

We're carrying the torch for farmers because we like torches and farmers—and WMT Radio blankets some of the richest farming area in the world, including 25% of all the Grade A land in the U.S. We start early (5 A.M. daily) to supply farm service information and entertainment. Last year we had more than 100 farm sponsors, 25% of them with us ten years or more. Our farm service department is staffed by three full-time college graduates, all born and raised on farms. Even in moments of stress none chews straws.

WMT—CBS Radio for Eastern Iowa. National representatives, The Katz Agency. Affiliated with WMT-TV, Cedar Rapids—Waterloo; K-WMT, Fort Dodge; WEBC, Duluth.

Information for Advertisers

"*Playboy* & the Men's Apparel Market," a study of the magazine's audience characteristics in relation to the men's wear market, has been published by and is available from **Playboy**, 232 E. Ohio St., Chicago 11.

• "Spotlight on La Crosse, Wis.," a market study including data on retail sales, food sales, drug sales and buying income, has been published by **WKBT**, La Crosse. The study also includes coverage, circulation and programming of the station. Additional information may be obtained from Avery-Knodel Inc., 720 Fifth Ave., New York 19.

• **Triangle Publications** has published its 14th annual survey of sports attendance. Attendance totals for 1960 and the difference between 1960 and 1959 are given for 17 sports, including racing, baseball, football, basketball, hockey, boxing, wrestling, tennis, golf and auto racing. Additional information may be obtained from Leo Waldman, General Advertising Manager, Triangle Publications, 525 W. 52nd St., New York 19.

• "Research Organizations & Personnel in Metropolitan Chicago," a directory of nearly 200 organizations engaged in social and economic research, has been published by the research clearing house committee of the **Chicago Assn. of Commerce & Industry**. The directory provides a ready reference to Chicago-based research organizations, listing their types of research and key personnel working on research projects. Copies, priced at $3 each, may be obtained from the Research & Statistics Division, Chicago Assn. of Commerce & Industry, 30 W. Monroe St., Chicago 3.

• "18 Steps to More Profitable Consumer Promotions," a booklet reviewing marketing objectives which are being successfully reached with the aid of consumer promotions, has been published by the **A. C. Nielsen Co.** Included in the booklet are pointers on evaluating sales and distribution, as well as the product itself, when planning a promotion, and how to implement the plan for maximum support of retailers and consumers. Copies are available from Industry Relations, A. C. Nielsen Co., 2101 Howard St., Chicago 45.

• **Lawrence Studio Inc.**, advertising art studio, has published a booklet titled, "What to Look for When Choosing an Art Service." Copies are available free by writing the studio at 16 E. 50th St., New York 22.

• **Conley Associates** has published a brochure dealing with how advertisers and agencies can benefit from services offered by executive recruiters. The brochure explains how executive search companies work and how they charge their corporate clients. Additional information may be obtained from Conley Associates, 135 S. La Salle St., Chicago. #

Beecham Products Launches New Brylcreem Dispenser

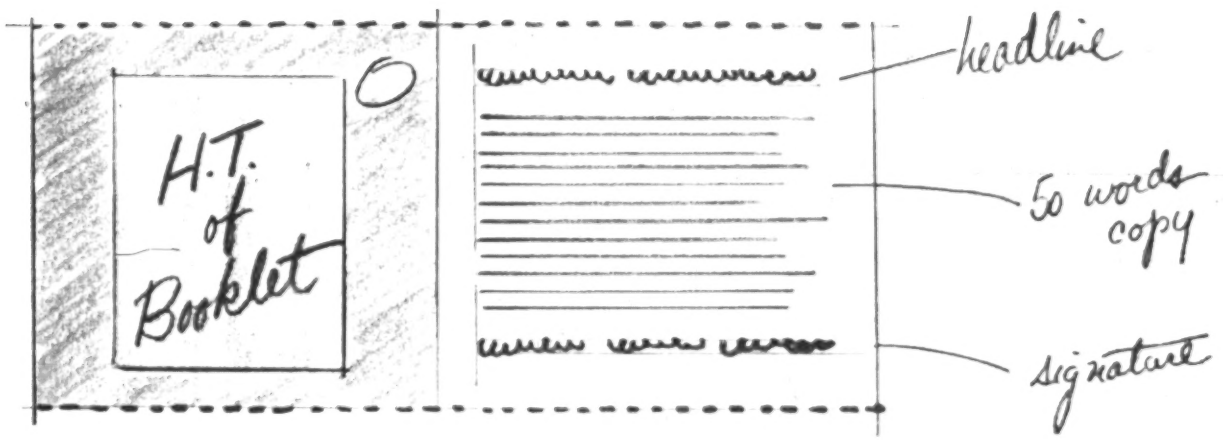
Beecham Products, Clifton, N. J., is introducing an aluminum aerosol dispenser nationally for its Brylcreem, following introduction in Chicago. Beecham says the new package, the Dab dispenser, is a first in the men's hair dressing field because of a process which permits separation of product and propellant.

Because of the size of the piston, the new dispenser allows for practically 100% usage of the product, Beecham says. Consumer and store panel testing were conducted in New Jersey. Kenyon & Eckhardt is the agency.

Wittner Names Hugh Smith

Hugh L. Smith, formerly with J. M. Mathes Inc., has joined Fred Wittner Co., New York, as a copywriter.

Can you see the magic in this little layout?



it measures only 10½ square inches The magic is in who sees it— and when

This layout will work magic for you if you sell products used in constructing, equipping or furnishing new custom homes . . . because it enables you to identify and influence thousands of definite "*buyers-to-be*" in this lucrative market. It shows how offers of manufacturers' product information brochures are presented in the Guide to Home-Planning Literature.

Your sales literature is a powerful promotional force. It, too, can work magic if it reaches *positive prospects* at the right time. But it's costly to distribute literature to many "wrong" people, hoping you'll somehow reach the "right" people.

Now, with pin-point accuracy, you can put your literature in the hands of thousands of *positive prospects* for what you sell (prospects who *ask* for it at the very time they're selecting the products they'll soon buy for their new homes), through the Guide to Home-Planning Literature. Here's why this systematic plan for reaching the right people at the right time pays off so handsomely:

Each year, tens of thousands of persons decide to build homes for their own occupancy. They spend an average of 35% more *to get what they want* than people who buy ready-built homes. Every day, 1087 Dodge field investigators contact architects, designers, contractors and other sources to locate these people who are ready, willing and able to buy — as they enter the market.

Within 24 hours, Dodge mails each of these custom-home-planners a copy of the Guide containing your offer. Only these pre-qualified and committed home-planners, and *no one else,* will see your offer of literature in the Guide.

The result is "magic," but the details are simple. They ask Dodge for literature on products they want to consider. Dodge sends you the names and addresses of those who request your brochure — on gummed mailing labels. You use them to send your literature, and you have the names of these *positive prospects* for your "action file."

How many qualified requests for literature can you expect to receive? The following participants in the Guide are getting them at these annual rates:

FIRTH CARPET COMPANY	14,000
THE FORMICA CORPORATION	12,000
THE FLINTKOTE COMPANY	6,500
UNITED STATES PLYWOOD	9,500
AMERICAN OLEAN TILE COMPANY	12,000

See why these companies and many others use the Guide? See why *you* should, if you want to receive a steady stream of inquiries each day from *positive prospects*? See the "magic" they could mean in actual sales dollars?

Write, wire, or phone OXford 5-3000 for complete information on the Guide. Standard agency commissions apply.

F. W. DODGE CORPORATION

GUIDE TO HOME-PLANNING LITERATURE

F.W. Dodge Corporation Dept. 31
119 West 40th Street, New York 18, N. Y.

Frigidaire Names Bell Ad Manager as Wright Retires

DAYTON, March 14—Robert M. Bell, supervisor of conventions, meetings and special activities in the merchandising department of the Frigidaire division of General Motors Corp., has been promoted to advertising manager of the division.

He succeeds Robert C. Wright, who retires April 1 after nearly 33 years with the company. Ira G. Hawk, assistant director of pr, has been named Mr. Bell's successor.

Robert M. Bell

Robert C. Wright

Mr. Bell, who has been with Frigidaire more than 15 years, joined the company as a sales training assistant and script writer. In 1948 he was named assistant sales training manager in the sales promotion department. Four years later he was promoted to supervisor of sales training in the appliance sales department. He has also served as assistant manager of sales planning and supervisor of dishwasher, water heater, refrigerator and food freezer merchandising. #

RCA Victor Promotes Half-Price LP Record Sale

RCA Victor Records, New York, is running a one-month sale, called "The Greatest Sale on Earth," starting March 15, offering an lp album at half-price to purchasers of another album at the regular price. The sale is being promoted in commercials on NBC-TV's "Bonanza," as well as in two-color page ads in *Cosmopolitan, Esquire, Hi-Fi Stereo Review, High Fidelity, Saturday Review, Schwann Long Playing Record Catalog, Sports Illustrated, The New York Times, The New Yorker* and *Time*.

Page ad mats, featuring a circus theme, have been distributed to dealers for co-op newspaper schedules. Dealers also have received extensive merchandising aids in addition to catalog supplements. The ads were placed through Grey Advertising Agency.

Inside Ad Week Set April 2-7

The 11th annual Inside Advertising Week, sponsored by the Advertising Club of New York and the Assn. of Advertising Men & Women will be held April 2-7. Some 100 honor college seniors will get a first hand view of the advertising business. This year, teachers have also been invited to attend the week's activities. R. Steele Sherratt, Sterwin Chemical Co., is general chairman of the event.

C-E-I-R, Facts Merge

Facts Consolidated, Los Angeles, and C-E-I-R Inc., Arlington, Va., have signed a merger contract. The alliance of the two research companies, Facts, specializing chiefly in motivational and marketing aspects, and C-E-I-R in mathematical and computer service, is subject to approval by the California corporation commissioner.

SPRING *Flower* BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Heinz, Mazola Set Joint Push

"It's Dress Up Time for Slim Down Salads" is the title of a new joint promotion which will be undertaken this summer by the makers of Heinz vinegars and Mazola corn oil. Full color spreads are scheduled in June issues of *Family Circle, Good Housekeeping, Ladies' Home Journal* and *Woman's Day*. In addition, a heavy schedule of tv spots will run on six CBS daytime network shows sponsored by Mazola and on 10 NBC daytime shows sponsored by Heinz. Maxon Inc., Detroit, is the Heinz agency; Lennen & Newell, New York, handles Mazola's advertising.

Meldrum Gets Steel Account

Meldrum & Fewsmith, Cleveland, has been named agency for the Steel Service Center Institute, Cleveland, association of 500 companies operating some 900 service centers. The centers service the quick-delivery and small-order needs of all steel users and prepare steel for fabrication or manufacturing. Fuller & Smith & Ross was the previous agency of record.

PAC Sponsors Drug Seminar

The Pharmaceutical Advertising Club of New York will sponsor an "Advanced Seminar for Pharmaceutical Marketing Executives" at the Harvard graduate school of business administration June 18-24. Complete information can be obtained from the PAC. Enrollment is limited to 80.

Atkins Named Gazette Head

James H. Atkins, general manager of the *Gastonia Gazette*, Gastonia, N.C., has also been elected president and treasurer of Gazette Publishing Co. He succeeds the late Stewart Atkins. Garland Atkins has been named first vp, executive news director and associate editor.

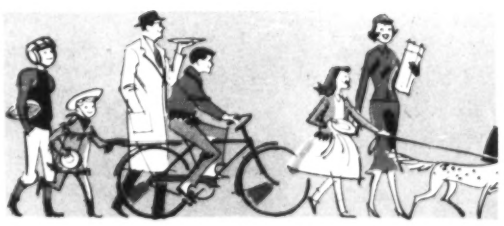
Each dollar you invest in the Digest lets you

double your chances-

573 per dollar in Digest

301 per dollar in Look

234 per dollar in Life



231 per dollar in Post

Telemeter Appoints Two; Sets 4 Shows for Toronto

Will Baltin, formerly a staff executive of International Telemeter Co., New York, has been named administrative assistant to the president of the Paramount Pictures Corp. division. Hy Hollinger, formerly a staff writer for *Variety*, has joined Telemeter as public relations manager of the New York office.

Telemeter has scheduled several new programs for its pay-tv system in the Toronto suburb of Etobicoke, including a live telecast of the Broadway musical revue, "Show Girl," April 2. Set for a week's run each are tapes of Gian-Carlo Menotti's musical drama, "The Consul," beginning March 16; off-Broadway production of Ibsen's "Hedda Gabler," starting April 20; and "An Evening with Edith Piaf in Paris" from the Olympia Theater, Paris, beginning May 4.

Biedler Joins Gregory

Richard T. Biedler has been appointed an account executive of Willard G. Gregory Co., Los Angeles. Prior to joining Gregory, Mr. Biedler was advertising manager of the American Society of Heating, Refrigerating & Air Conditioning Engineers Inc., New York.

Cornish to NW Daily Assn.

William T. Cornish, formerly advertising and sales promotion manager of F. C. Hayer Co., Minneapolis, has been named sales promotion manager of the Northwest Daily Press Assn., Minneapolis.

KGW Names Busse

Ed Busse Jr. for three years with the advertising and promotion departments of the *Portland Oregonian*, has been appointed promotion director of KGW, Portland radio station.

Ad World Corners Creative Talent, Says Writer in 'Horizon'

NEW YORK, March 14—The level of talent on display in advertising is far higher than that on view in the popular arts.

Advertising has siphoned off people with talent and vitality from the creative pool.

These are two of the opinions of Stephen White, writing in *Horizon*, on advertising as a "temple of talent." Mr. White writes regularly for *Horizon*, was once science editor of *Look*, did a hitch in Grey Advertising Agency, and is now working with M.I.T. on high school science text books.

He cites a Maxwell House tv spot, which he says has an infectious melody, better than anything he's heard in musicals since "Guys & Dolls," and a Johnson & Johnson spot for Band-Aids, which he says is more daring in its use of photographic techniques than anything he's seen in movies.

■ Mr. White is inclined to take a rather patronizing view of advertising; readers and viewers who are caught by memorable sentences or pictures are "not elated by the experience," he writes. He regards advertising as the wedding of "artistic talent with commercial drive," and mentions the substantial dowry which accompanies it.

He thinks talented people have been seduced by an industry which pays them well, gives them scope and asks only that "they forebear to look too closely at the finished product." He thinks talented people may know that what they are doing is beneath their dignity, but they are well paid, and thus are kept "sullen but not mutinous."

He advocates appreciating the style and ignoring the content. #

Anson Returns to N.Y. for CPV

R. G. K. (Ted) Anson has returned to the U.S. on a short-term assignment as North American director of CPV International, New York liaison office of Colman, Prentis & Varley, London. Mr. Anson, formerly marketing director of CPV's Paris office, succeeds Jerry Roberts, who has returned to the London office. Mr. Anson was with the old Colman, Prentis & Varley agency of New York for eight years before moving to Paris.

to-sell prepared mixes

Package-goods marketers use Reader's Digest
to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an advertisement gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical two-to-one spread in *chances-to-sell* to people who were recent buyers of prepared mixes:

In the Digest	24,933,000
In Look	12,573,000
In Life	11,027,000
In the Post	10,216,000

The number of *chances-to-sell* to prepared-mix buyers that you get *per dollar* with a 4-color page is illustrated at the left.

And Digest readers are *top-quality prospects* for all package goods

A typical Digest issue is read by:

- About 1 out of every 3 recent buyers of facial tissues . . . deodorants . . . or aluminum foil.
- 12½ million homemakers . . . America's biggest assured audience of good grocery prospects.
- Nearly 4 out of every 10 people in the upper-income third of the country.

Whatever product you market, be sure you know your *chances-to-sell* to your own *best prospects*.

WHAT ABOUT TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

"Double your chances-to-sell"

Libby knows the Digest's extra *chances-to-sell* get *results!*

As part of its national introduction of Libby's Deep-Minted Brand Pineapple Chunks, Libby ran a Digest advertisement that carried a 10¢ coupon. More than a million were redeemed. Libby followed up this success with eleven other Digest advertisements. It reports: "Never before has a *new* product become a *major* product in the Libby line in so short a time."

People have faith in
Reader's Digest

Here's the Medium That Gets Results

In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
SCOLARO, MEEKER & SCOTT, Inc.
National Representatives

March Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Weeklies, Bi-Weeklies, Semi-Monthlies (February)								
Commonweal	19.4	15.8	32.6	29.8	8,148	6,636	13,692	12,516
Cue	61.2	65.8	119.8	126.6	26,239	28,241	51,406	54,337
Down Beat	48.6	33.1	93.1	71.8	20,412	13,916	39,116	30,170
Grit	20.2	23.7	45.2	49.0	20,190	23,710	45,223	48,991
†Life	231.6	296.5	403.5	461.8	157,485	201,621	274,368	314,013
Look	106.5	114.6	234.7	177.2	72,400	77,955	159,569	120,510
†Newsweek	184.4	274.7	342.7	430.2	77,448	115,374	143,934	180,684
§New Yorker	335.9	378.8	594.5	676.7	144,096	162,518	225,033	290,304
#National	335.9	370.5	594.5	659.4	144,096	158,928	225,033	282,873
#Sectional	—	29.9	—	60.8	—	12,823	—	26,090
Presbyterian Life	13.5	15.8	25.0	25.7	5,691	6,664	10,528	10,867
The Reporter	47.2	32.8	94.2	57.2	19,813	16,148	39,532	26,409
Saturday Evening Post	156.6	219.7	290.2	386.1	106,496	149,384	197,303	262,528
Saturday Review	89.2	91.4	185.3	197.5	37,476	38,375	77,834	82,937
Sporting News	12.7	10.9	19.7	12.2	13,791	11,822	21,370	13,267
†Sports Illustrated	114.9	149.8	189.1	221.7	48,276	62,931	79,468	93,123
*†Time	175.3	319.7	349.8	510.4	73,627	134,271	146,895	214,375
TV Guide	83.3	60.2	163.3	121.8	15,158	10,955	29,713	22,172
†U. S. News & World Report	178.5	248.0	345.9	410.3	74,970	104,160	145,278	172,326
Total Group	1,879.0	2,351.3	3,528.6	3,966.0	921,716	1,164,681	1,700,262	1,949,529

†Four issues February 1961; five issues February 1960. #Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent. *1961 figures include regional pages.

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Women's								
†Bride & Home	—	—	132.3	131.3	—	—	83,661	83,054
†Bride's Magazine	—	—	202.5	226.3	—	—	127,980	143,021
Family Circle	52.5	58.1	139.0	154.3	22,523	24,925	59,631	66,194
Good Housekeeping	96.9	104.0	219.5	239.3	41,586	44,627	94,146	102,640
Ladies' Home Journal	78.1	96.4	194.3	230.3	53,120	65,581	132,128	156,623
McCall's	104.3	118.0	248.5	240.0	70,924	80,253	168,973	163,188
Modern Bride	93.0	100.9	215.9	216.8	58,776	63,756	136,436	136,992
‡*Parents' Magazine:								
National Edition	75.1	79.3	181.6	180.6	32,226	34,003	77,946	77,431
Metropolitan New York Edition	79.7	85.1	195.1	195.2	34,175	36,515	83,676	83,736
Seventeen	122.4	127.1	275.9	281.4	83,254	86,425	187,634	191,349
Woman's Day	49.7	47.9	120.0	123.9	21,334	20,537	51,506	53,144
The Workbasket	39.1	49.8	125.6	141.5	7,680	9,767	24,626	27,730
Total Group	790.8	866.6	2,250.2	2,360.9	425,598	466,389	1,228,343	1,285,102

†Published quarterly in January, April, July and October. *Includes sectional linage prorated to circulation of regional editions. ‡No Pacific Mountain edition February and March.

General								
American Artist	23.8	24.1	72.8	76.7	10,002	10,106	30,594	32,205
American Forests	16.7	18.7	43.8	54.8	7,014	7,854	18,396	23,016
American Legion	18.7	15.3	48.1	45.4	7,877	6,446	20,208	19,101
Atlantic	52.2	52.0	141.3	127.8	21,898	21,846	59,399	53,686
Cavalier	19.0	26.5	58.7	78.1	8,145	11,354	25,190	33,477
Christian Herald	34.2	39.0	107.2	118.8	14,676	16,766	46,023	51,022
Columbia	12.7	12.9	35.0	39.5	5,327	5,414	14,719	16,609
Cosmopolitan	32.3	19.1	92.3	73.4	13,848	8,158	39,594	31,520
Coronet	46.3	68.5	140.5	188.5	8,334	12,330	25,290	33,930
Ebony	64.2	81.9	180.6	211.2	43,718	55,753	122,821	143,618
Elks Magazine	15.3	13.0	46.2	39.0	6,569	6,005	19,837	17,205
†Esquire	74.5	69.0	176.4	181.9	50,064	46,368	118,541	122,237
Extension	16.3	20.3	43.7	49.6	11,189	13,934	30,021	34,096
Flying	47.4	48.0	146.1	168.7	19,891	20,173	61,379	70,862
Golf Digest	27.4	28.9	58.4	55.7	5,372	5,655	17,567	16,214
Gourmet	29.6	35.1	78.1	89.0	12,672	15,076	33,471	38,192
Grade Teacher	45.4	48.0	119.8	120.2	20,024	21,269	52,832	53,015
Harper's Magazine	56.2	51.0	143 5	122.7	23,616	21,433	60,265	51,534
Hi Fi/Stereo Review	55.0	58.2	157.4	148.1	23,113	24,431	66,112	62,185
High Fidelity	55.0	74.0	173.3	205.4	23,100	31,080	72,786	86,268
Holiday	100.7	118.6	268.8	309.8	68,458	80,614	182,797	210,665
Hot Rod	31.7	40.3	94.9	111.5	13,328	16,926	39,858	46,802
Improvement Era	26.5	29.4	62.5	71.1	11,119	12,355	26,252	29,861
Instructor	62.1	43.3	122.7	110.2	42,488	29,644	83,984	75,355
Kiwanis Magazine	11.5	6.8	35.7	19.5	4,819	2,845	15,014	8,178
Lion Magazine	12.3	11.7	33.1	31.2	5,239	4,984	14,057	13,291
Motor Boating	134.2	161.8	475.4	583.0	78,890	95,109	279,535	342,828
Motor Life	10.4	16.9	31.9	42.0	4,354	7,084	13,398	17,640
Motor Trend	15.7	24.4	49.2	64.5	6,608	10,234	20,678	27,076
National Geographic Magazine	57.0	63.0	119.4	147.6	13,524	14,952	28,369	35,094
Playboy	28.5	23.8	78.9	57.0	11,958	9,983	33,129	23,913
Popular Boating	96.4	87.6	307.4	297.6	56,677	51,491	180,757	174,965
Popular Photography	59.8	65.1	196.0	206.8	25,108	27,355	82,324	86,835
Promenade	18.2	23.4	45.7	54.1	7,926	10,012	19,550	23,203
Reader's Digest	88.5	77.5	205.2	185.5	16,107	14,110	37,339	33,754
Redbook	54.6	42.8	127.6	107.9	23,430	18,375	54,744	46,297
Road & Track	27.3	27.5	78.2	81.1	11,466	11,550	32,844	34,062
Rotarian	11.3	5.3	36.4	17.5	4,731	2,209	15,258	7,320
Sports Cars Illustrated	28.1	33.1	81.1	97.8	11,785	13,898	34,079	41,093
Today's Health	22.6	23.6	66.3	65.8	9,718	10,130	28,073	27,834
Together	11.2	10.9	32.6	27.9	4,789	4,662	13,974	11,982
Town & Country	92.6	78.0	202.6	192.5	58,528	49,306	128,060	121,640
True	30.0	26.2	95.5	68.6	12,863	11,249	40,945	29,434
V. F. W. Magazine	10.1	10.8	31.4	31.1	4,248	4,545	13,185	13,089
*Yachting	145.0	150.8	525.8	521.8	85,260	88,670	309,170	306,818
Total Group	1,928.5	2,006.1	5,467.5	5,697.9	929,870	963,743	2,672,418	2,779,021

†Total represents national advertising plus sectional at a reduced decimal equivalent. *Includes sectional linage prorated to circulation of Western Yachting.

Home								
American Home	37.8	45.6	112.1	117.9	23,882	28,805	70,841	74,500
Antiques	61.7	64.4	189.0	193.9	18,131	18,934	55,579	57,007
Better Homes & Gardens	70.8	110.5	180.8	232.8	44,771	69,810	114,293	147,111
Bon Appetit	6.0	2.2	8.3	4.0	2,520	924	3,499	1,680
Flower & Garden	50.9	57.7	136.6	144.5	21,362	24,232	57,389	60,695
Flower Grower	61.1	70.9	159.2	184.2	25,696	29,762	66,921	77,358
House Beautiful	84.3	101.0	192.4	226.0	53,284	63,839	121,573	142,812
House & Garden	69.8	75.9	157.5	156.1	44,114	47,984	99,565	98,683
†Living for Young Homemakers	44.8	67.9	104.0	140.0	28,296	42,883	65,732	88,498
Popular Gardening	60.6	70.9	165.0	178.4	25,456	29,782	69,301	74,922
Sunset Magazine	138.7	147.8	322.4	324.2	58,285	62,125	135,484	136,210
Total Group	686.5	814.8	1,727.3	1,902.0	345,797	419,080	860,177	959,476

†Cumulative figures contain prorated sectional linage.

Fashion								
†Glamour	129.9	103.4	253.9	256.8	55,735	44,381	108,940	110,213
Harper's Bazaar	126.6	123.3	296.4	269.3	80,097	77,942	187,319	170.203
†Mademoiselle	108.5	115.9	216.5	224.7	46,533	49,735	92,894	96,380
Vogue	140.2	175.3	410.0	467.5	88,626	110,852	259,167	295,437
Total Group	505.2	517.9	1,176.8	1,218.3	270,991	282,910	648,320	672,233

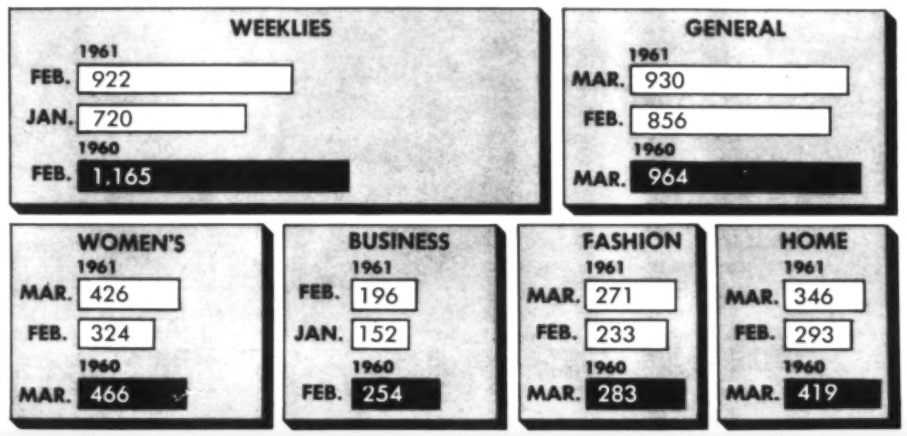
†Sectional linage included.

Movie-Romance-Radio-TV								
Dell Modern Group:								
Modern Romances	18.6	26.5	52.6	74.0	7,959	11,360	22,543	31,723
Modern Screen	14.0	13.9	34.8	44.0	6,015	5,974	14,961	18,874
Screen Stories	11.9	12.3	31.7	39.4	5,124	5,259	13,627	16,874
Fawcett Women's Group:								
Motion Picture	11.0	13.3	32.6	40.5	4,701	5,750	13,963	17,425
True Confessions	20.8	24.3	53.6	68.4	8,932	10,406	23,014	29,342
Hillman Romance Group	2.5	5.3	9.1	13.3	1,088	2,280	3,940	5,767
Hillman Women's Group	24.0	20.8	59.9	64.5	10,297	8,965	25,775	27,783
Ideal Women's Group:								
Intimate Story	26.6	28.3	71.8	77.7	11,426	12,132	30,814	33,351
Movie Life	24.2	25.7	69.9	70.9	10,369	11,006	29,577	30,426
Movie Star TV Close-Ups	24.2	25.7	68.9	70.9	10,369	11,006	29,549	30,426
Personal Romances	29.7	28.4	72.5	68.2	12,752	12,189	31,123	29,239
TV Star Parade	24.0	22.0	69.2	71.5	10,301	9,453	29,689	30,672
†Screenland	12.1	11.5	34.8	33.2	5,210	4,949	14,987	14,238
Secrets Romance Group:								
Revealing Romances	21.8	22.1	62.5	65.0	9,359	9,479	26,792	27,884
Confidential Confessions	21.8	22.1	62.5	65.0	9,359	9,479	26,792	27,870
Daring Romances	21.8	22.1	62.5	65.0	9,359	9,479	26,792	27,870
Secrets	21.8	22.1	62.5	65.0	9,359	9,479	26,792	27,884
True Story Women's Group:								
Photoplay	15.7	18.3	42.4	55.3	6,754	7,831	18,205	23,706
True Experience	9.5	13.7	28.5	43.7	4,089	5,880	12,230	18,753
True Love Stories	9.4	14.3	28.6	45.1	4,044	6,156	12,274	19,348
True Romance	9.7	13.6	29.2	43.5	4,177	5,839	12,544	18,674
True Story	51.1	54.4	122.1	141.0	21,927	23,339	52,396	60,493
TV-Radio Mirror	7.5	10.5	22.8	34.4	3,207	4,489	9,767	14,755
Total Group	433.7	471.2	1,185.0	1,359.5	186,177	202,179	508,146	583,377

†Alternates bi-monthly with Silver Screen.

Magazine Linage Trend

Figures in Thousands



§***Business (March)***								
Dun's Review & Modern Industry	89.7	97.9	209.3	230.0	37,649	41,118	87,713	96.620
Fortune	146.3	195.8	400.0	500.0	92,430	123,714	252,800	316.000
Management Methods	56.1	59.3	154.8	161.3	23,562	24,906	65,016	67,746
Nation's Business	54.2	60.7	130.4	149.3	22,764	25,480	54,750	62,685
Total Group	346.3	413.7	894.5	1,040.6	176,405	215,218	460,279	543,051

§Because current month linage figures for several publications are not yet available this group is broken into a March and a February section.

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Business (February)								
†Barron's	71.6	84.1	153.0	156.8	46,975	55,137	100,308	102,858
Business Week	282.5	384.4	541.4	692.0	118,663	161,440	227,385	290,619
Financial World	25.3	37.5	71.2	81.7	10,647	15,774	29,927	34,350
Forbes	47.7	51.2	105.0	118.1	20,038	21,491	44,088	49,596
Total Group	427.1	557.2	870.6	1,048.6	196,323	253,842	401,711	477,423

†Four issues February 1961; five issues February 1960.

Farm Magazines								
Farm Journal: (mon)								
#Central Edition	91.2	126.5	266.1	304.0	39,142	54,251	114,175	130,400
#Eastern Edition	77.9	102.3	226.0	246.5	33,423	43,885	96,956	105,734
#Southeastern Edition	59.9	92.6	193.3	210.6	25,699	39,738	82,943	90,345
#Southwestern Edition	64.2	93.3	197.0	211.4	27,560	40,025	84,519	90,704
#Western Edition	72.6	103.8	220.8	252.9	31,135	44,529	94,743	108,508
Average 5 Editions	73.2	103.7	220.7	245.1	31,392	44,486	94,667	105,138
Progressive Farmer: (mon)								
#Carolinas-Va. Edition	89.3	104.1	226.7	267.8	60,715	70,872	154,177	182,131
#Ga.-Ala.-Fla. Edition	90.1	99.5	226.5	260.9	61,287	67,674	154,026	177,422
#Ky.-Tenn.-W.Va. Edition	81.4	89.0	201.0	237.2	55,347	60,522	136,643	161,265
#Miss.-Ark.-La. Edition	81.8	92.0	200.3	231.0	55,596	62,550	136,173	157,098
#Texas Edition	75.0	91.5	198.0	229.6	51,025	62,197	134,638	156,119
Average 5 Editions	83.5	95.2	210.5	245.3	56,794	64,763	143,132	166,807
Successful Farming (mon)	84.8	102.7	208.2	246.0	38,175	46,197	93,702	110,680
Total Group	241.5	301.6	639.4	736.4	126,361	155,446	331,501	382,625

#Not included in totals.

Youth								
American Girl	29.5	33.1	60.7	74.5	12,660	14,192	26,031	31,964
Boys' Life	25.5	26.8	73.5	81.7	17,327	18,248	49,962	55,533
*Co-ed	19.2	12.1	59.6	35.4	8,071	5,061	25,048	14,847
Scholastic Magazines	32.0	34.8	102.5	135.1	13,464	14,594	43,152	56,806
**Scholastic Roto	5.8	9.7	14.0	23.6	5,093	8,482	12,271	20,655
'Teen Magazine	16.2	14.4	35.2	41.9	6,818	6,034	14,826	17,584
Total Group	128.2	130.9	345.5	392.2	63,433	66,611	171,290	197,389

*No January 1960 issue. **No January 1961 issue.

Mechanics & Science								
Mechanix Illustrated	63.5	80.8	201.8	233.3	14,224	18,078	45,199	52,229
Popular Electronics	53.2	52.7	157.7	159.6	11,906	11,794	35,329	35,739
Popular Mechanics	116.5	121.6	317.8	352.7	26,096	27,245	71,189	78,996
Popular Science	103.2	119.5	285.4	327.1	23,110	26,761	63,923	73,264
Total Group	336.4	374.6	962.7	1,072.7	75,336	83,878	215,640	240,228

Outdoor & Sport								
American Rifleman	47.7	48.9	133.4	136.5	20,439	20,975	57,235	58,548
Field & Stream	82.4	93.2	179.8	201.0	35,329	39,969	77,138	86,220
Fur-Fish-Game	23.3	22.9	69.5	65.7	9,995	9,838	29,795	28,191

(Continued on Page 46)

It's *who's* up front that counts, when you measure sales success. Winston—America's 1st choice in filter cigarettes—has been a regular color advertiser in TV GUIDE since 1956. And for good reasons: TV GUIDE outsells every other weekly or biweekly magazine; it ranks first in supermarket sales; it numbers more Young Marrieds (18-34) among its primary readers than any other magazine. Clearly, TV GUIDE sells good . . . like a magazine should.

Best-selling weekly magazine in America

TV GUIDE

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Guns	24.1	22.2	62.8	56.0	10.339	9.524	26.984	24.024
Outdoor Life	79.0	82.3	184.5	185.5	33.886	35.298	79.134	79.559
Sports Afield	63.9	64.9	137.9	159.2	27.455	27.824	59.189	68.218
Total Group	320.4	334.4	767.9	803.9	137.443	143.428	329.475	344.760

Detective & Fiction

Dell Men's Group	11.9	13.0	33.5	41.8	5.102	5.592	14.365	17.918
†Thrilling Group	7.7	7.6	26.1	23.4	1.725	1.703	5.856	5.236
Total Group	19.6	20.6	59.6	65.2	6.827	7.295	20.221	23.154

†Formerly known as Thrilling Fiction Group.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

The American Weekly	17.8	23.1	64.2	84.9	15.109	19.593	54.571	72.132
Family Weekly	44.7	39.0	121.1	98.6	38.036	33.150	103.019	83.827
Parade	48.5	54.3	143.3	162.8	41.256	46.113	121.848	138.392
Suburbia Today	21.3	17.3	53.3	40.0	18.086	14.666	45.296	33.937
This Week Magazine	65.1	68.7	182.2	209.9	55.374	58.431	154.841	178.383
Total Group	197.4	202.4	564.1	596.2	167.861	171.953	479.575	506.671

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Newspaper Sections (II) (February)								
(All other newspaper sections)								
Chicago Tribune Magazine	163.5	143.8	326.0	308.0	138.970	122.261	277.114	261.835
New York Times Magazine	284.4	229.7	501.5	467.0	241.744	195.211	426.259	196.940
Philadelphia Inquirer	95.3	111.0	199.3	233.6	81.043	94.391	169.411	198.570
Total Group	543.2	484.5	1.026.8	1.008.6	461.757	411.863	872.784	657.345

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
Comics Magazines								
American Comics Group	7.0	7.0	21.0	21.0	2.646	2.646	7.938	7.938
National Comics Group:								
Blue Unit	4.5	5.5	14.0	18.0	1.701	2.079	5.292	6.804
Red Unit	4.5	5.0	13.5	17.5	1.701	1.890	5.103	6.615
Total Group	16.0	17.5	48.5	56.5	6.048	6.615	18.333	21.357
Canadian								
†Canadian Homes	26.4	35.8	58.0	80.1	17.947	24.331	39.457	54.436
Chatelaine:								
Canadian Home Journal	82.7	75.8	179.4	164.9	56.217	51.531	121.973	112.116
Revue Moderne	46.2	—	99.9	—	31.384	—	67.952	—
Liberty	21.0	23.3	50.5	50.1	9.009	10.010	21.594	21.503
Maclean's	71.5	74.4	164.4	176.1	48.627	50.584	111.825	119.775
*Le Magazine MacLean	39.8	—	39.8	—	27.069	—	27.069	—
Reader's Digest:								
English Edition	99.0	116.5	221.8	232.3	18.018	21.203	40.359	42.270
French Edition	99.5	125.3	231.5	240.0	18.109	22.796	42.133	43.680
Revue Populaire	16.5	24.7	41.6	57.3	11.591	17.479	29.321	40.726
Samedi	12.3	14.0	26.1	30.3	9.330	9.815	19.046	21.232
‡Saturday Night	24.2	42.3	43.3	64.7	10.168	17.766	18.207	27.174
‡Time-Canadian	99.1	125.1	185.5	213.1	41.615	52.885	77.815	89.495
Total Group	514.9	489.8	1.113.0	1.031.1	247.301	207.749	520.729	455.738

†Formerly Canadian Homes & Gardens. *First published March, 1961. ‡Not included in totals; as March figures were unavailable as this issue went to press February figures are shown.

Canadian National Weekend Newspapers (Rotogravure Linage)

La Patrie	7.9	23.1	28.8	62.2	7.188	20.781	25.925	55.963
La Presse	80.7	78.4	214.6	203.1	72.700	70.575	193.219	182.862
Perspectives	68.2	69.9	184.2	161.2	66.526	68.167	179.609	157.172
Star Weekly	70.3	92.7	204.0	247.6	61.509	81.154	178.482	216.667
Weekend Magazine	94.3	104.6	232.4	242.9	91.960	101.997	226.635	236.848
Total Group	321.4	368.7	864.0	917.0	299.883	342.674	803.870	849.512

	Pages				Lines			
	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960	March 1961	March 1960	Jan.-March 1961	Jan.-March 1960
§Foreign (March)								
Hablemos	14.1	19.1	31.8	43.2	11.802	16.002	26.670	36.288
Popular Mechanics:								
Popular Mekanik (Danish Ed.)	19.0	28.8	50.5	72.1	3.990	6.048	10.605	15.148
PM (Dutch Edition)	13.5	10.5	30.3	33.8	2.835	2.195	6.373	7.102
Mecanique Populaire (French)	29.0	27.3	74.5	72.8	6.496	6.115	16.688	16.307
Populare Mechanik (German)	8.4	5.0	19.9	13.1	1.881	1.120	4.457	2.934
Popular Mekanik (Swedish)	9.0	13.9	25.0	35.0	1.890	2.912	5.250	7.357
Mecanica Popular (Latin America):								
Brazil (Portuguese)	23.2	29.5	54.9	57.1	5.196	6.608	12.308	12.796
Mexican-Caribbean (Spanish)	22.0	27.1	51.5	69.4	4.928	6.062	11.536	15.554
So. Hemisphere (Spanish)	11.8	13.7	27.5	39.3	2.643	3.068	6.171	8.806
Total Group	150.0	174.9	365.9	435.8	41.661	50.130	100.058	122.292

	Pages				Lines			
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960
Foreign (February)								
†Life International	57.0	122.5	144.5	144.2	38.760	83.385	98.345	98.090
Life En Espanol	30.0	36.4	80.5	90.7	20.400	24.320	54.825	61.795
Mexican Edition	35.6	46.0	88.7	111.3	24.310	31.280	60.435	75.735
Caribbean Edition	42.6	50.0	110.3	131.3	29.070	34.000	75.055	89.335
††Newsweek:								
Pacific Edition	72.8	107.6	138.9	170.9	30.589	45.185	58.342	71.782
European Edition	77.5	84.9	138.8	133.6	32.550	35.662	58.275	56.099
Reader's Digest:								
Arabic	30.0	44.0	54.0	71.0	5.460	7.216	9.828	11.644
Argentine	34.5	37.0	61.5	67.0	6.279	6.734	11.193	12.194
Australian	56.3	65.8	95.0	101.0	10.238	11.967	17.290	18.382
Austrian	50.0	46.0	90.0	95.0	8.850	8.372	15.930	17.290
Belgian	36.5	38.0	83.0	71.5	6.826	6.650	15.521	12.513
Brazilian	65.5	62.5	129.5	114.5	11.921	10.938	23.569	20.038
British	71.5	75.5	123.5	129.5	13.299	14.043	22.971	24.087
Caribbean	41.0	60.5	75.0	116.0	7.462	11.011	13.650	21.112
Danish	27.8	32.5	41.8	54.3	5.051	5.483	7.599	9.223
Dutch	52.0	57.5	102.5	98.5	9.464	10.465	18.655	17.927
Finnish	18.0	22.0	32.0	33.0	3.276	4.092	5.824	6.138
French	84.0	81.0	148.0	144.7	15.708	14.175	27.676	25.317
French-Swiss	27.3	20.0	56.0	32.0	5.111	3.500	10.472	5.600
German	93.0	92.0	169.0	160.0	16.461	16.744	29.913	29.120
German-Swiss	30.3	25.5	51.0	46.0	5.520	4.641	9.282	8.372
Iberian	64.0	50.0	129.0	104.7	11.456	9.100	23.091	19.050
Indian	54.0	39.0	109.0	83.0	10.044	7.098	20.274	15.106
Italian	67.0	57.0	114.0	101.0	12.194	9.804	20.748	17.372
Japanese	30.5	32.8	63.8	70.5	5.246	5.502	10.965	11.844
Mexican	39.0	48.0	73.0	82.5	7.098	8.736	13.286	15.015
New Zealand	38.0	37.5	63.5	54.5	6.916	6.825	11.557	9.919
Norwegian	52.0	31.0	77.5	51.5	8.944	5.270	13.330	8.755
Overseas Military	42.0	35.0	74.0	71.0	7.644	6.370	13.468	12.922
South African	58.0	81.5	108.0	139.5	10.788	14.589	20.088	24.971
Southern Hemisphere	17.5	23.0	37.5	39.5	3.185	4.186	6.825	7.189
Swedish	41.0	39.5	103.0	65.5	7.626	7.347	19.158	12.183
Chilean	18.0	—	34.0	—	3.276	—	6.188	—
††Time International:								
Time-Atlantic	100.2	141.2	184.4	233.4	42.070	59.290	77.420	98.000
Time-Latin American	68.1	101.0	121.2	164.7	28.945	42.420	50.890	69.125
*Time-Pacific	—	104.8	—	169.5	—	43.960	—	71.155
Time-Asia	77.1	—	140.4	—	32.690	—	58.940	—
Time-South Pacific	46.0	—	87.6	—	19.320	—	36.750	—
Vision:								
Visao (Portuguese Edition)	100.0	109.0	207.0	208.0	42.000	45.780	86.940	87.360
Mexican Edition	91.3	82.3	150.3	162.0	38.360	34.580	63.140	68.040
Spanish Edition	70.3	67.0	121.3	133.7	29.540	28.140	50.960	56.140
Total Group	2.107.2	2.286.8	4.012.0	4.050.5	633.947	728.860	1.248.750	1.295.939

†Two issues February 1961; three issues February 1960. ††Four issues February 1961; five issues February 1960. *Time's Pacific edition was split into two editions—Time-Asia and Time-Pacific—as of January 1961.

Celanese Sets Fashion Push for Fortrel Polyester Fiber

Celanese Corp. of America, New York, will introduce Fortrel, a polyester fiber, to the consumer via color ads in April and May issues of fashion and women's magazines. The schedule includes a seven-page ad in the April *Vogue*, a four-page ad in the May *Good Housekeeping*, plus spreads and page units in *Glamour*, *Mademoiselle*, *New York Times Magazine*, *The New Yorker* and *Seventeen*. Each ad shows a closeup of a garment made of Fortrel.

To alert stores to the campaign, the company is mailing out a promotion piece in the format of a 64-page fashion magazine. It reproduces the ads, and has four sections, one each addressed to the merchandising manager, advertising manager, display manager and to buyers. Ellington & Co., New York, is the agency.

Analyses Inc. Changes Name to Briggs Corp.

Analyses Inc., Detroit, sales promotion company, has changed its name to Briggs Corp. Analyses Inc. will continue as a wholly-owned subsidiary operating primarily in product comparison and research. Present officers and directors of Analyses will continue in the same capacities.

Sweemer Joins Eisner Shop

William F. Sweemer Jr. has joined William Eisner & Associates, Milwaukee, as an account executive in the agency's consumer retail division. Mr. Sweemer formerly was advertising and sales promotion director of Southgate Shopping Center, Milwaukee.

Wesley to R. H. Donnelley

Walter P. Wesley, formerly Detroit office manager of *Esquire*, has been named an account executive in the Los Angeles office of the direct mail division of Reuben H. Donnelley Corp.

Today's Report, Tomorrow's Ideas!

. . . with solid editorial depth and dynamic leadership!

There's a reason, and a good one, why so many important advertisers use BAKING INDUSTRY Magazine, year after year, as their No. 1 advertising medium. Responsible leadership and service to the baking industry has been our hallmark for nearly 74 years. Wholesalers, retailers, home service, supermarket and chain store bakeries—*all* segments of this $5½ billion industry—have justifiable confidence we'll be "there as it happens." Result:

- **26% *more* exclusive advertisers**
- ***more* advertising per issue**
- ***more* paid circulation**
- ***more* advertisers than any other publication in the field**

Call any of our 5 offices for the complete story.

For broadest coverage to this $5½ billion market your ads will be in

BAKING INDUSTRY

ABP ABC

a Clissold Businesspaper

CHICAGO 3: 105 West Adams Street • AN 3-1800
NEW YORK 36: 500 Fifth Avenue • LO 4-2233
WASHINGTON 4, D. C.: 1319 F Street, N. W. • ME 8-6707
LOS ANGELES 57: The Maurice A. Kimball Co., Inc. 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5: The Maurice A. Kimball Co., Inc. 681 Market Street • EX 2-3365

AFRICA

Africa is the tremendous market of today, with an even profounder potential for tomorrow.

OKAPI Advertising Agency, Ltd. is especially organized to help manufacturers, as well as their agencies, get into this market and win a position for themselves. If current headlines seem to make this area forbidding, please remember that "business must go on"—and it does, all over the continent.

We are specialists in the African market, prepared to work with agencies seeking to establish their clients in this area; and to service direct accounts interested in the vast profit opportunities Africa represents.

For any information, without obligation, please write to:

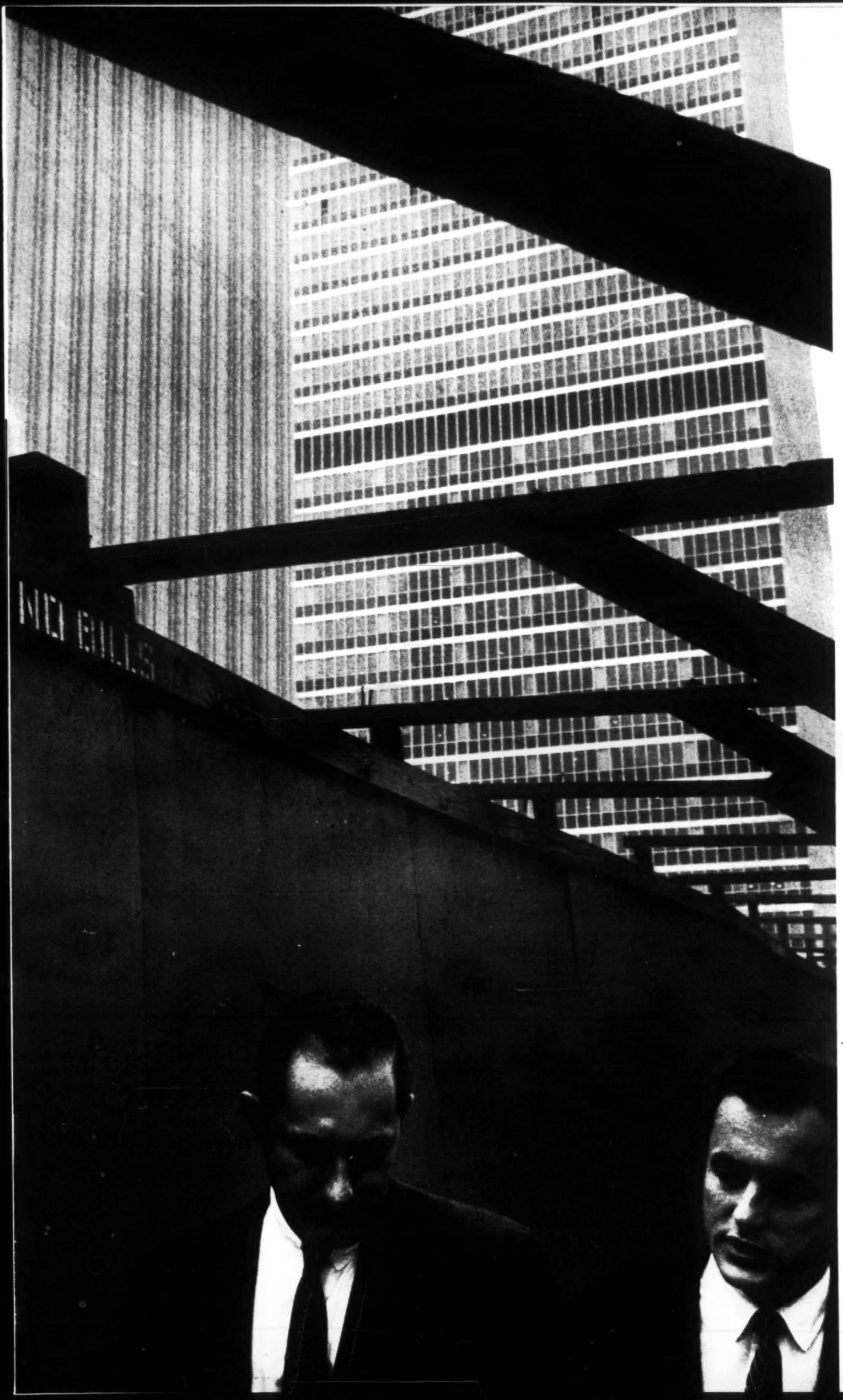
Mr. I. J. Alexander
Okapi Advertising Agency, Ltd.
75 East 55th Street
New York 22, N.Y.

We had to move spring ahead a week this year

For the Ladies' Home Journal, winter ended 7 days ahead of schedule. At countless newsstands, our February issue melted away in 3 hot weeks, with a 2,000,000-plus* sellout. Which forced us to bring March out a week early. / Happily, winter left its mark: total circulation for the February issue was a staggering 770,000* more than February 1960. *Publisher's estimate.

When the Journal speaks-women listen

"What gets me is the way they're always changing things in New York. They tear down buildings here that top companies back home would be fighting to get into."



New York is dissatisfaction with what is, faith in what will be. More new office space created here since the war than there is standing in Chicago. New York changes fast. To stay even, you have to grow fast. Advertisers grow in The New York Times. It serves New York with the most news . . . sells it with the most advertising. New York is The New York Times.

WAVE-TV viewers have 28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

Sportsmen's Show Successful

During the recent Sportsmen's Vacation & Trailer Show, held in Chicago, approximately $1,000,000 worth of business was written with an additional $10,000,000 anticipated in the next two months, according to Tom Durant, producer of the show for Show Management Inc. The Sports Show was made up of travel exhibits (resort and chambers of commerce), trailers or mobile homes, campers (small portable tents with sleeping accommodations), fishing tackle and marine exhibits (boats, equipment).

Bryan Joins U. S. Borax

W. B. Bryan, formerly an account executive with Foote, Cone & Belding and Benton & Bowles, has been appointed advertising manager of the 20 Mule Team products department of U.S. Borax & Chemical Corp., Los Angeles.

Schenley Names Fields

Marvin J. Fields, formerly an account executive at Norman, Craig & Kummel, handling Schenley products, has been named to the new title of brand ad manager of Schenley Distillers Co., New York.

DOME DROME—*This is the way Showcase Inc. expects its 30 Showdomes to look. The aluminum domes, on 10-acre sites, will house building product exhibits and market development centers for the building industry.*

Showcase Inc. Plans Chain of Domes as 'Totally New Marketing Approach'

30-City Network to Rent Space to Makers of Building Products

DETROIT, March 14—Showcase Inc., a strictly local building product exhibit in suburban Birmingham, is bursting into a multi-million dollar national network with a potential annual advertising budget of more than $6,000,000.

Mildred Puddington

Showcase started out small less than four years ago, but its plans for expansion are anything but small. The ambitious master plan calls for 30 affiliated Showdomes to be built by the end of 1963, at a total cost of $22,500,000.

The plan, in a nutshell, is to rent exhibit space to manufacturers of building equipment and related products. Thus, a manufacturer, could exhibit in his own marketing area, or on a national scale, with exposure in all 30 units.

Showcase plans to support the regional units with national ads in consumer and professional publications and on radio and television. The parent organization will put 25% of the income from exhibit space rental into advertising—about 20% in national ads and 5% in local media.

If all 30 units were filled to capacity, annual advertising outlays could total more than $9,000,000. But allowing for vacancies caused by turnover, Showcase estimates that about two-thirds occupancy is the best that can be expected. This would result in rental income of about $24,000,000 and annual advertising outlays of about $6,000,000.

■ According to Mildred E. Puddington, founder and president of Showcase, licenses already have been granted in San Francisco, Los Angeles, Seattle, Phoenix, Cleveland and Portland, Ore. The license fee is $200,000. The parent firm will operate the Detroit Showcase.

Construction will begin on the headquarters Showcase in about 90 days, with completion slated for January, 1962. All 30 units will be completed by the following January, according to the present schedule.

Mrs. Puddington sees Showcase as a "totally new marketing approach" that will draw prospective customers, either professional or consumer, to compare and evaluate the "broadest range" of building materials, products and services—without sales pressure.

Showcase personnel, she explained, will not sell or attempt to influence sales. They will merely provide services to expedite sales—answering product questions, providing literature, demonstrating equipment and forwarding leads.

■ The Showdomes will be 64′ high, 210′ in diameter geodesic domes. R. C. Mahon Co. of Detroit will fabricate and erect all 30 units under license from Kaiser Aluminum & Chemical Sales Corp.

Each unit will have more than 35,000 sq. ft. of open floor space. and will be divided into 460 floor spaces of 20 sq. ft. each, plus 120 panel wall displays. The floor space will rent for $2,500 per unit per year; the panel displays will rent for $600.

According to Mrs. Puddington, more than 40 exhibitors already have signed up.

Dudgeon, Taylor & Bruske is the agency for Showcase. #

"Service is that which when present is often taken for granted; when absent, breeds hostility."

ANONYMOUS

Look to Superior for exceptional service in photoengraving and offset platemaking to enhance your finest printing requirements!

SUPERIOR ENGRAVING CO.
215 West Superior Street
Chicago 10, Illinois
SUperior 7-7070

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

They Step Out

Mirror readers can afford to enjoy themselves. They are the cream of the mass market in New York. That's why among New York's seven dailies, the Mirror is first in hotel, restaurant and night-club advertising.

Make The Mirror a MUST!

Ward Presents TV Fashion Show in Southwest

Montgomery Ward & Co., Chicago, presented half-hour tv fashion shows throughout the Southwest last week. All of the spring and summer dresses, sportswear and playwear featured were products of designers and manufacturers from Texas, Arizona and New Mexico. The fashion shows were presented over KTVT-TV, Ft. Worth; KGGM-TV, Albuquerque; KTBC-TV, Austin; and WFAA-TV, Dallas.

Manson Joins Fields

Doug Manson, formerly vp of Benton and Bowles and most recently head of his own placement agency, has joined Jerry Fields Associates, New York, advertising personnel specialists, as vp of new business development.

Over Three Fifths of Chicago's City Dwellers are in the dark..

Right now there are 2.6 million people 15 years of age and older living within Chicago's city limits. More than 7 of 10 read a newspaper every day. Yet you *now miss* from 62.8 to 76.6%* —over three-fifths—of these Chicagoans when you advertise in *any one* Chicago daily newspaper.

It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 20 to 185 more unduplicated *city* readers per dollar than any other 2-paper combination.

*"Chicago NOW," a report based on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—and important new ideas—about *today's* Chicago market. If you don't already have a copy, contact your Sun-Times or Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

**Based on 1000 line B/W ad*

...about your advertising when it runs in any single daily newspaper

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Rm. 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.

Rheingold, AMF Renew Teamwork in March Drive

NEW YORK, March 14—Janet Mick, Miss Rheingold of 1961, is in the soft-sell business for AMF Pinspotters.

A b&w page ad in the *New York Herald Tribune* today marks the middle point of an intensive cooperative campaign launched early this month by Liebmann Breweries and American Machine & Foundry Co. to promote bowling (and beer) in the New York metropolitan area.

As always, Miss Rheingold proclaims that her beer is "friendly, fresh'ning, happily dry." But the background of the ad is a hazy view of a bowling alley and a scarcely recognizable bowler hugging, not a bottle of beer, but a bowling ball.

This is the second year that beer and bowling have been soul mates. The current campaign, confined to March, is a virtual repeat of last year's. *Cue* and *The New Yorker* are carrying four-color spreads heralding the beer and bowling theme, and Sunday supplements here have carried two-color spreads. In addition, b&w pages will run throughout the month in all New York dailies.

Wall posters showing bowling tips from Miss Rheingold are being serviced to AMF bowling centers in the eastern region, and more than 1,000,000 scorecards are being distributed to bowling center operators and Rheingold salesmen.

■ Bowling proprietors in the Rheingold sales territory receive display kits containing reprints of the ads and car cards; a large four-color window streamer; and samples of the AMF-Rheingold bowling tips booklet, being made available for the first time.

Miss Rheingold, in addition to being featured in ads and display material, is scheduled to make personal appearances in AMF bowling centers.

Cunningham & Walsh is handling the campaign for AMF. Foote, Cone & Belding handles Liebmann.

AMF BUYS THREE POCKET BOOK COVERS

NEW YORK, March 14—First use of all three Pocket Book covers by a single advertiser will appear on newsstands this month, when American Machine & Foundry's Pinspotter division ties in its bowling equipment with a 35¢ "Guide to Natural Bowling."

Tagging the campaign a "bull's-eye shot at our market of bowling families," AMF will run a four-color back cover stressing family bowling fun; inside covers will promote AMF institutionally and display the company's line of bowling balls, shoes and bags.

AMF cited "long life of the medium, multiple readership, and continuing exposure" as factors influencing its decision to use pocket books.

Benjamin Co., recently named "advertising and special projects division" of Pocket Books, said that other vertical-field uses are being planned by other advertisers.

Cunningham & Walsh, New York, is the AMF agency. #

FREE CRAYONS!
CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.
Write Dept. 'A-1' on your letterhead for FREE Samples and details.
ADVANCE CRAYON & COLOR CORP.
36 Middleton St. • B'klyn 6, N. Y.
LITTLE ARTIST

Rapidweld Expands to 8mm

Rapid Film Technique Inc., Long Island City, N. Y., has expanded its Rapidweld film repair and rejuvenation service into the 8mm and amateur movie field. The company previously worked only for industrial accounts. More than 400 retail camera stores throughout the country will shortly offer Rapidweld service to consumers. A business paper campaign is currently running in *Photo Weekly* and *Photographic Trade News* and consumer advertising is contemplated for later this year. Sherwood Agency, New York, handles the Rapid Film account.

Latin Ads Back Scott Outboards

McCulloch International Inc., a wholly-owned subsidiary of McCulloch Corp., Los Angeles, has contracted with Life International for 13 vertical half-page b&w ads in *Life en Espanol*, starting April 14. Scott outboard motors will be promoted. Fuller & Smith & Ross, Los Angeles, is the agency.

Roberts Joins Associated Ad

James R. Roberts, formerly advertising manager of Derby Refining Co., has joined Associated Advertising Agency, Wichita, as an account service representative. The agency reported it has completed the third successive $1,500,000 year in gross billings.

Toronto Agency Moves

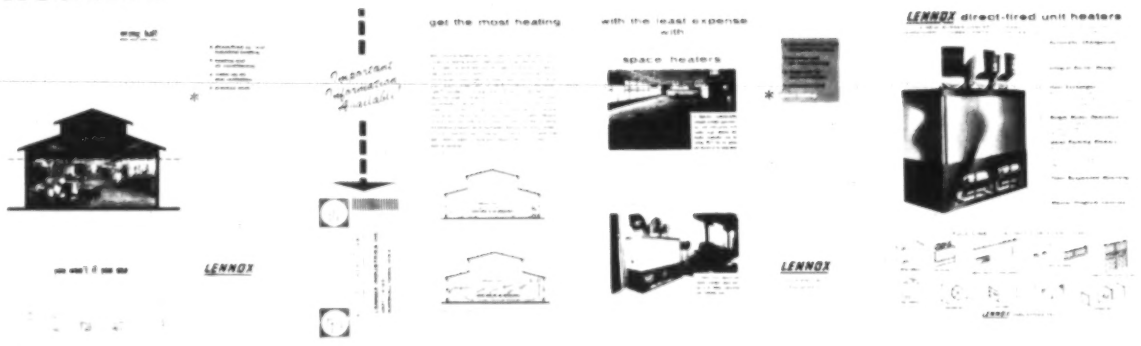
Muter, Culiner, Frankfurter & Gould Ltd., Toronto, and its pr division, the Public Relations Board of Canada, have moved to 89 Avenue Rd.

McCusker is Appointed

William McCusker, formerly western manager of *Harper's Bazaar*, has been named to a similar post with *Cosmopolitan* in Chicago.

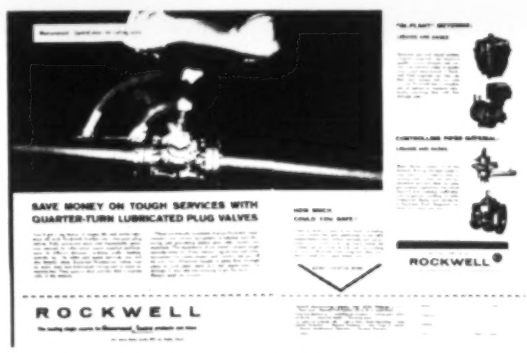
What the plant engineer is reading

heaters



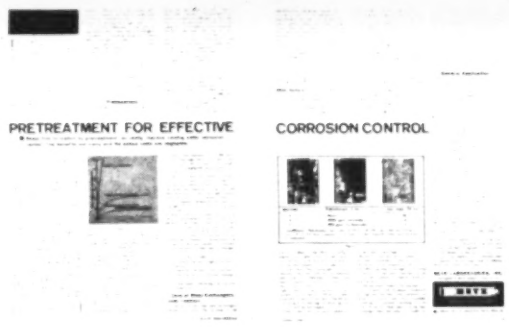
Advertiser: Lennox Industries, Inc.
Advertising Manager: Cal Floren
Agency: The Biddle Company
Account Executive: Bob Moogk

valves



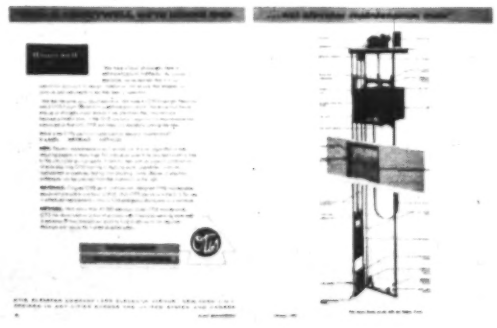
Advertiser: Rockwell Manufacturing Company
Advertising Manager: Richard Bleichner, Advertising Manager, Meter & Valve Division
Agency: Marsteller, Rickard, Gebhardt & Reed, Inc.
Account Executive: Rod Reed, Account Supervisor

water conditioning



Advertiser: Betz Laboratories, Inc.
Advertising Manager: Robert C. Wardlow, Director of Sales
Agency: The Michener Company
Account Executive: William Dunbar

elevators



Advertiser: Otis Elevator Company
Advertising Manager: Howard Gotthardt
Agency: G. M. Basford Company
Account Executive: J. C. Snape

Crisco-Puritan Test Expanded

Procter & Gamble has expanded the test operations for Crisco and Puritan salad oils, now on sale in various parts of the Northeast, including Binghamton and Syracuse, N. Y., and Springfield, Mass.; and the Midwest, including the state of Colorado. Crisco oil was introduced last spring, followed shortly by Puritan oil. Both are the same product—a soybean liquid primarily for salads and frying. Most of the testing has centered around the two names, using spot television primarily. Compton Advertising, New York, is the agency.

Ad Group Elects Rosenfeld

Carl E. Rosenfeld, president of Walter W. Cribbins Co., San Francisco, has been elected president of the Advertising Specialty Guild International. Other new officers are Louis C. Bull Jr., Louis Bull Advertising Co., Fort Worth, vp; U Gordon Colson, U. O. Colson Co., Paris, Ill., treasurer; and John D. Thornton, Perma-Ad-Ideas of America, Atlanta, secretary.

Eckels Joins Mellon Bank

Mellon National Bank & Trust Co., Pittsburgh, has named John Eckels director of advertising and public relations. He formerly was vp and creative director of Fuller & Smith & Ross, Pittsburgh.

Sackheim Adds Three Cyanamid Departments

Ben Sackheim Inc., New York, has been named to handle three additional departments of American Cyanamid Co.'s organic chemicals division. The departments, formerly with Hazard Advertising Co., New York, are rubber chemicals, intermediates and petrochemicals. Sackheim also handles the textile chemicals and dyes departments.

RIDE—*Jenney Mfg. Co., Boston, will run public service ads like this about the transportation problem in Boston newspapers twice weekly. The company operates a chain of gas stations. Griswold-Eshleman Co., Cleveland, is the agency.*

'WSJ' Plans to Build 2nd California Plant

The *Wall Street Journal* plans to construct its second publishing plant in California, geared to service more than 65,000 readers in Southern California, Arizona, and portions of Utah and Nevada.

The new plant will be located in Riverside, 60 miles east of Los Angeles. The *Journal* printed in Riverside will have the same news and advertising content as the Pacific Coast edition published in the company's San Francisco plant since 1929.

Ill. Bell Sponsors Specials

Illinois Bell Telephone Co., Chicago, has signed to sponsor four "I See Chicago" specials on WBBM-TV, Chicago, next season. The company has already sponsored two of the shows, which present various facets of the city. N. W. Ayer & Son is the agency.

'Modern Bride' Names Howe

Fraser S. Howe, travel advertising manager of *Popular Photography*, has also been appointed travel ad manager of *Modern Bride*, a Ziff-Davis, New York, sister publication.

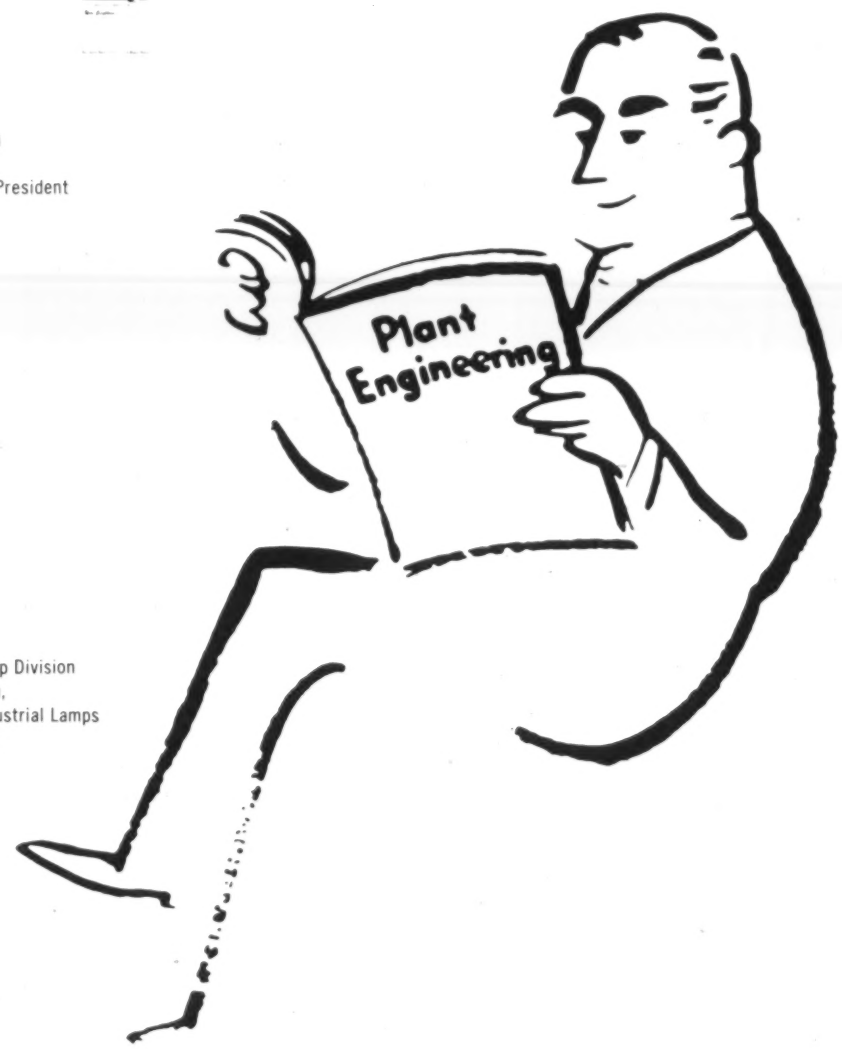
about these days in the magazine.

furniture

Advertiser: Lyon Metal Products, Inc.
Advertising Manager: L. B. Rhodes, Manager, Advertising & Sales Promotion
Agency: Reincke, Meyer & Finn, Inc.
Account Executive: Gordon E. Taylor, Vice President

drills

Advertiser: New England Carbide Tool Company, Inc.
Advertising Manager: B. L. Chapin, President
Agency: Silton Bros. Calloway, Inc.
Account Executive: N. W. Collingwood



lamps

Advertiser: General Electric Company, Lamp Division
Advertising Manager: Richard A. Lundgren, Advertising Manager, Commercial & Industrial Lamps
Agency: Batten, Barton, Durstine & Osborn
Account Executive: Warren Vieth

bearings

Advertiser: S. K. F. Industries, Inc.
Advertising Manager: Frank White
Agency: G. M. Basford Company
Account Executive: Herbert Hynes

Are you getting full value from your business-film distribution?

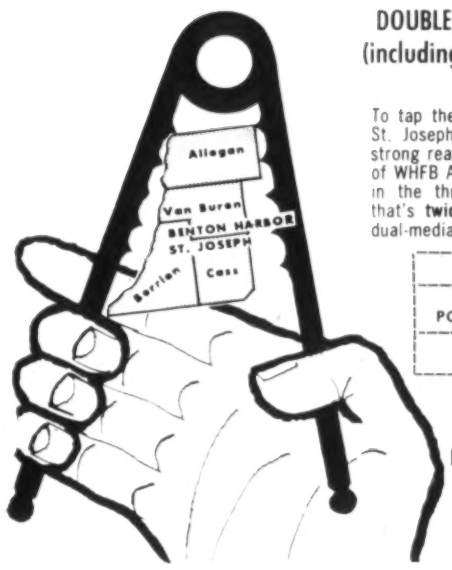
Modern Talking Picture Service provides full-value distribution at surprisingly low cost to

★ *Television*
★ *16mm audiences*
★ *Theatres*

Would your film benefit from *Modern* know-now? Find out! Send for your free copy of "Opportunity For Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York, N. Y.

offices in 30 major cities



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Buckman Spargo | Guthrie Conopask | Broughan Lally

BOSTON BUSINESS—*New business is the panel topic of these members of the New England Advertising Executives Assn. at the winter meeting in Boston. They are Donald A. Spargo, New Haven Register; Virgil Conopask, Bristol Press; Luke P. Lally, Cape Cod Standard Times; Carleton Buckman, Keene Sentinel; G. Donald Guthrie, Taunton Daily Gazette; and John Broughan, Greenfield Recorder-Gazette.*

He may get the message here, but...

your ads in the Yellow Pages sell him when he's ready to buy

Yes, he sees your advertising in newspapers, magazines, on TV . . . but when he's ready to buy, he turns to the Yellow Pages. What better place to *sell* him on your product or service!

With National Yellow Pages Service, you can now place *selling* ads in any combination of 4,000 telephone directories to cover your precise marketing pattern. It makes your regular campaign pull greater results. And you can arrange for this service with just one contact, one contract, one monthly bill.

For full details, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

Crowell-Collier '60 Sales, Earnings Up

NEW YORK, March 14—Crowell-Collier Publishing Co. has reported consolidated sales of $44,498,146 for the year ended Dec. 31, compared with $35,491,211 in 1959. At the same time, the company's earnings before taxes increased 31%—to $6,824,913 from $5,209,670 reported the year before.

The 1960 figures, however, do not include those of Macmillan Co., merged with Crowell-Collier on Dec. 30. *Pro forma* totals including Macmillan show sales of $64,410,474 and net earnings of $6,549,889 after a $1,000,000 provision for federal income taxes. Because of a loss carryover, no such provision for taxes was necessary in 1959.

A 26% sales climb was reported for P. F. Collier Inc., a wholly-owned subscription book subsidiary which markets "Collier's Encyclopedia," "Harvard Classics," and others. Sales were $40,222,000, versus $32,040,000 in 1959.

■ Revenues of Crowell-Collier Broadcasting Corp., another subsidiary, rose 44% from 1959 to 1960, from $2,470,000 to $3,539,000. Crowell-Collier operates three radio stations—KFWB, Los Angeles; KEWB, San Francisco-Oakland; and KDWB, Minneapolis-St. Paul. Last December the company contracted to buy WMGM, New York, and WGMS, Washington, but Federal Communications Commission consents on license transfers are pending, with the WGMS purchase "subject to certain other conditions." #

Visual Education Society Names Dadas Marketing Head

Don S. Dadas, formerly advertising manager of the education division of Rand McNally Co., has been named director of marketing of the Society for Visual Education, Chicago. The company produces filmstrips and slides for schools, churches and industry.

Willis, De Santis Part

Willis & De Santis, Glendale, Cal., after 15 months of combined operation, will split March 31 into the two agencies which originally comprised the merged operation—V. James De Santis Advertising Agency, 1400 E. California Ave., Glendale, and Harry G. Willis & Associates, 404 East Broadway, Glendale. All accounts previously serviced by the individual agencies before the merger will be handled by them in the future.

LOWEST OPEN MILLINE RATE in AMERICA!

Has today's profit-squeeze made you rate-conscious? Are you intent on getting maximum mileage from your advertising dollars? Then take a long look at this advertising buy in a 94% home-delivered newspaper consistently ranked among the nation's ten best dailies.

MILLINE RATES OF NEWSPAPERS OF 100,000 OR MORE CIRCULATION IN 40 LARGEST CITIES

MILLINE OPEN RATE COMPARISON

The Kansas City Star (M-E)	**$1.82**
Detroit News (E)	1.90*
New York News (M)	2.01
Cincinnati Post & Times-Star (E)	2.07
Cincinnati Enquirer (M)	2.08
Boston Record American (M-E)	2.10
Louisville Courier-Journal & Times (M-E)	2.26
New York Mirror (M)	2.27
Philadelphia Bulletin (E)	2.30
Los Angeles Times (M)	2.31
Philadelphia Inquirer (M)	2.34
Columbus Dispatch & Citizen Journal (M-E)	2.42*
Rochester Democrat & Chronicle Times-Union (M-E)	2.44
Cleveland Press & News	2.44
Newark Star-Ledger (M)	2.46
Atlanta Journal & Constitution (M-E)	2.47
Chicago Tribune (M)	2.49
Cleveland Plain Dealer (M)	2.52
Milwaukee Journal (E)	2.52
Fort Worth Star-Telegram (M-E)	2.56
Dallas News (M)	2.59
Detroit Free Press (M)	2.60
Baltimore Sun (M-E)	2.61
Denver Post (E)	2.62
Denver Rocky Mountain News (M)	2.62
St. Louis Globe Democrat (M)	2.67
Los Angeles Examiner (M)	2.68
Los Angeles Herald Express (E)	2.70
Minneapolis Star-Tribune (M-E)	2.70
Los Angeles Mirror (E)	2.75
Memphis Commercial Appeal Press-Scimitar (M-E)	2.76
Philadelphia Daily News (E)	2.77
Buffalo News (E)	2.77
Buffalo Courier Express (M)	2.77
New Orleans Times-Picayune & States-Item (M-E)	2.78*
Dallas Times Herald (E)	2.84
Birmingham News Post-Herald (M-E)	2.86
Chicago Sun-Times (M)	2.86
Seattle Times (E)	2.91
Pittsburgh Press (E)	2.93
Houston Post (M)	2.93
St. Louis Post Dispatch (E)	2.93
Seattle Post Intelligencer (M)	2.95
Indianapolis Star & News (M-E)	2.96
Newark News (E)	2.98
Long Island Press (E)	3.00
Chicago Daily News (E)	3.01
Milwaukee Sentinel (M)	3.02
Oklahoma City Oklahoman-Times (M-E)	3.04
Washington (D.C.) Post (M)	3.05
New York Journal-American (E)	3.07
Phoenix Republic Gazette (M-E)	3.08
Houston Chronicle (E)	3.10
Boston Herald-Traveler (M-E)	3.12
San Antonio Express News (M-E)	3.17
San Antonio Light (E)	3.21
Washington (D.C.) Star (E)	3.23
Portland Oregonian (M)	3.34
Chicago's American (E)	3.43
St. Paul Dispatch & Pioneer Press (M-E)	3.45
Toledo Blade & Times (E)	3.50
San Francisco Examiner (M)	3.51
San Francisco Chronicle (M)	3.54
Pittsburgh Post-Gazette & Sun-Telegraph (M)	3.55*
San Diego Union Tribune (M-E)	3.56
Oakland Tribune (E)	3.61
Boston Globe (M-E)	3.66
New York World-Telegram & Sun (E)	3.68
New York Times (M)	3.73
Washington (D.C.) News (E)	3.78
Baltimore News-Post (E)	3.91
Long Beach Independent Press Telegram (M-E)	3.98
San Francisco News-Call Bulletin (E)	4.02
Houston Press (E)	4.41
Portland Oregon Journal (E)	4.46
New York Post (E)	4.89
New York Herald Tribune (M)	4.96

SOURCE—STANDARD RATE & DATA, FEBRUARY, 1961

* Data supplied by publisher

THE KANSAS CITY STAR

Morning and Evening 668,296 Copies . . . 94% Home-Delivered

Gerber Adds 5 Accounts

Samuel Gerber Advertising Agency, Boston, has added the following mail order clients: Maine Leathercrafters, Harrison; Service Life Insurance Co., Omaha; Hamilton-Ward Co., Westfield, Mass.; Tower Press, Lynn, Mass.; and Paul Brown Co., Chestnut Hill, Mass.

Bardack Joins Foley

Frank J. Bardack, formerly with W. B. Doner & Co., has joined Richard A. Foley Advertising Agency, Philadelphia, as a copywriter.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

Joseph Epstein, Retired Fitzgerald Executive, Dies at 56

NEW ORLEANS, March 14—Joseph H. Epstein, 56, who retired Feb. 28 as chairman of the executive committee of Fitzgerald Advertising Agency, died March 10 following surgery in Foundation Hospital. Mr. Epstein entered the hospital for medical tests on March 5.

Joseph Epstein

Born in Chicago, Mr. Epstein came to New Orleans in 1925 after graduating with honors in English from the University of Michigan. He started as a reporter for the old *New Orleans Item* and later worked on the daily's advertising staff. He became classified ad manager in 1926.

In 1927, he became a partner in the Fitzgerald agency and remained as one of the principal officers and owners of the agency until his retirement.

■ Noted for his civic work, Mr. Epstein was co-founder and first campaign manager of the United Fund in 1952. For this and other community work he was awarded the 1952 *Times-Picayune* Loving Cup. He was a former president of the Community Chest, New Orleans League for Better Hearing and the New Orleans Jewish Welfare Fund.

Mr. Epstein was a former director and secretary-treasurer of the American Assn. of Advertising Agencies, and at the time of his death, he was a member of the board and executive committee of the National Outdoor Advertising Bureau.

■ Following his retirement at the end of February, Mr. Epstein and his wife had planned a world cruise, sailing from New York March 10 and returning May 10.

He had asked ADVERTISING AGE to airmail his subscription copies to him at various places around the world, saying that it "would be worth the $45 or $50 in postage to keep abreast of what's going on in the world."

On March 5 he wrote AA that "a routine medical checkup unexpectedly disclosed some possible trouble. As a result, I am going into the hospital today for a series of tests and we have had to cancel our trip."

Five days later Mr. Epstein died.

JAMES LANG

NEW ROCHELLE, N. Y., March 14—James Harvey Lang, 58, copy chief of Corman, Ciangio & Faxon, New York merchandising and sales promotion organization, died of cancer in New Rochelle Hospital yesterday.

Mr. Lang joined Grey Advertising Agency, New York, in 1924; later he was named a vp and creative director. He established the style of advertising of Ohrbach's store, still being used.

SAMUEL G. HOWARD

DENVER, March 14—Samuel G. Howard, 66, vp of Conner Advertising Agency, Denver, died March 10 at Boulder Sanitarium after suffering a stroke March 9 at his home. He had come to Colorado in 1947 as advertising director of the *Denver Post*. He had joined the Conner agency in 1955. Previously he had been ad director of the *Indianapolis News* and the *Minneapolis Star* and *Tribune*.

FRANKLIN R. CAWL

NEW YORK, March 14—Franklin Robert Cawl, 70, nationally known marketing expert, died March 12 in New York City.

Dr. Cawl was exec vp of Coordinated Marketing Management Corp., New York market research organization, which he set up in 1950 after serving for seven years with Kudner Agency as research and marketing director.

Dr. Cawl taught at the University of Pennsylvania's Wharton School from 1920 to 1929. He headed promotion and research activities of the old *Philadelphia Public Ledger* from 1929 until joining the *Philadelphia Inquirer* six years later. He held the same post with *Farm Journal* and *Farmer's Wife* from 1939 to 1943.

■ He was board chairman of the Charles Morris Price School of Advertising & Journalism and president of the Market Research Council of New York. Also, he was exec vp of Carlos Franco Associates; vp of Universal Applied Science Corp.; and treasurer of Acquadyne Corp. He was a vp of the American Marketing Assn. and a director of the Poor Richard Club. Franklin Cawl Jr. is vp and director of promotion and research of Outdoor Advertising Inc.

RICHARD CULLINAN

BASKING RIDGE, N.J., March 14—Richard A. Cullinan, 52, exec vp of Albert Frank-Guenther Law, New York, died March 12 in Morristown Memorial Hospital of a heart condition.

Mr. Cullinan joined the agency in 1929. He was named a vp in 1947, a director in 1949, and last year was elected a member of the agency's four-man executive committee.

ALVAH CHAPMAN

COLUMBUS, GA., March 14—Alvah H. Chapman Sr., 71, newspaper, tv and radio station executive, died at his home March 12.

Mr. Chapman became circulation manager of the *Columbus Ledger* in 1921, and general manager of the *Herald*, Bradenton, Fla., in 1926.

In 1936 he was named president of R. W. Page Corp., publisher of the *Ledger*, the *Enquirer*, the *Sunday Ledger-Enquirer* and the *Bradenton Herald*.

Mr. Chapman was a director of the Southern Newspaper Publishers Assn. and a member of the American Newspaper Publishers Assn. He also was vp of Columbus Broadcasting Co., which owns and operates WRBL and WRBL-TV. #

Dowst Acquires Strombecker

Dowst Mfg. Co., Chicago toy maker, has acquired the plastics, hobby and toy divisions of Strombeck-Becker Mfg. Co., Moline, Ill., which produces custom wood products and Strombecker toys. Dowst said no decisions concerning future ad plans have been made. Wesley Sharer Advertising, Chicago, is agency for Dowst. Strombeck-Becker's agency of record is Howard Monk & Associates, Rockford, Ill.

Tru-Ade Names Davis

Tru-Ade Co., Elgin, Ill., which markets non-carbonated fruit juice soft drinks through franchise bottlers, has named Guy Davis & Associates, Chicago, as its agency.

$824,000,000.00 Market that must be spoken to if you are to sell it!

This Market is the Negro reached only by ROUNSAVILLE RADIO in Six Important Markets

Facts prove Rounsaville Radio is the media that reaches and sells the Negro consumer in these rich markets. *All* Rounsaville Radio stations are rated FIRST by Pulse and Hooper—and 95% of the Negroes listen to radio, prefer Negro radio. Rounsaville Radio programs exclusively to them, features Negro talent and personalities—speaks directly to them with warmth and believability. Negroes spend 80% of income on consumer goods. A proper part of your advertising budget must go to Rounsaville Radio or you miss this important buying group. Call or write today for the full Rounsaville Radio story. Ask about our merchandising plan to back your schedules. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

ROBERT W. ROUNSAVILLE, *Owner-President*

First U. S. Negro-Programmed Chain—First in Ratings in 6 Big Markets

WCIN—CINCINNATI

5000 watts. Reaches 170,000 Negroes with a spendable income of $140,258,670. 23% Home owners. Spend 80% of income on food, drugs, personal care, other consumer items! WCIN Sells 'em!

WLOU—LOUISVILLE

5000 watts. Reaches 158,000 Negroes with a spendable income of $127,405,400. Covers sixteen counties in Kentucky and Indiana. More Negro listeners than all other stations combined!

WVOL—NASHVILLE

5000 watts. Reaches 124,000 Negroes with a spendable income of $82,400,000. Metropolitan Nashville is 31.4% Negro. Negro Pulse gives WVOL 20% *more* listeners than *all other* radio stations combined.

WYLD—NEW ORLEANS

1000 watts. Reaches 294,700 Negroes with a spendable income of $218,483,000. Always ahead of *any* competition. Negroes number more than one-third of this market—Reach 'em with WYLD!

WTMP—TAMPA-ST. PETERSBURG

Reaches 129,000 Negroes with a spendable income of $66,180,620! Negro Pulse gives WTMP almost TWICE as many listeners as *all other* stations combined! Impact with WTMP!

KRZY—DALLAS-FT. WORTH

500 watts, 730 on the dial! Reaches over 350,000 Negroes with a high annual spendable income. Serves 63 counties in N. E. Texas. You get real impact with KRZY!

BUY ONE OR ALL—
DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

3220 Peachtree Rd., N. E. • Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *National Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

AD MEN PUT Executive House® ON THE MAP...

your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

PRIVATE MEETING AND BANQUET FACILITIES

Visit Executive House Dining Room and Cocktail Lounge

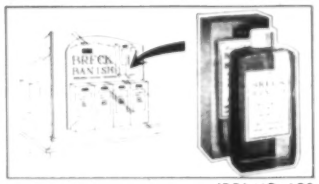
Stickin' around WITH kleen-stik®

IDEA NO. 189

Caribbean Customer-Catcher

Even in the tropical paradise of Puerto Rico, you have to advertise to attract customers! So **Garry Wolf**, Pres. of **Paradise Bowling & Sports Center**, Puerto Nuevo, asked **Antonio Alfonso**, Pres. of **Tropical Advertising Agency**, San Juan, for an outstanding display. Result was this colorful Bumper Strip, designed by **Sidney Peers** and silk-screened by **Poster Products**, Santurce, under the watchful eye of owner **Adrian Allen**. Material is **Kleen-Stik 800V**—the *self-sticking* Bumper Strip stock that sticks *tight* on curved bumpers thru all kinds of weather.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



IDEA NO. 190

Breck Beauty Booster

John H. Breck, Inc., Springfield, Mass., consistently maintains an "image" of dignified quality in all its advertising. Matching that stately air in a P.O.P. piece for "Banish" Shampoo was the goal of Mdsg. Mgr. **John Fitzgerald**. Attractive art by Breck's Advertising Dept. was translated into *handsome* four-color process printing on glossy-surfaced **Kleen-Stik Kromekote** by **Walt Whittum**, head of **Walter Whittum, Inc.**, Springfield. The "face-cut" tip-on is both smart and convenient, easily attached to window and counter displays with a simple *peel-and-press*.

Recreation or remedies—Kleen-Stik helps sell *anything* with handy moistureless, pressure-sensitive displays. See your regular printer, lithographer, or silk screener . . . or write us for sales-exciting ideas.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

VALL STREET JOURNAL.

's News—

World Wide

Advertising Spending Up

More Firms Cut Costs By Fixing Equipment Before Breakdowns

Shop Complex Machines Spur Preventive Maintenance; Computers, Engineers Used

Commodity Letter

A Special Report on Production and Price Trends Affecting Homes and Factories

The Latin M

Central Ame

More Nat-U

Cites Dues, S

HOW TO CUT THE WASTE THAT CUTS YOUR NET

1961 YEAR FOR PRECISION SELLING

No 1961 advertising budget is big enough to accommodate needless waste.

Today, the advertiser demands more muscle-and-bone per dollar—and less blubber. He wants concrete results. He's not hunting for the sport of it—he wants meat for the table. And he wants every shot to count. *Everything* in the advertising program must be on target . . . to push sales volume up . . . to push sales cost down . . . and to show a net profit that makes it all worthwhile.

In this climate The Wall Street Journal is precisely what the precision-hungry advertiser needs—by unique format, flexibility, frequency and circulation. Advertisers in almost every field report The Journal delivers maximum sales at lower cost.

Wall Street Journal circulation, for example, is the biggest among all business news publications. But not just biggest in size . . . it's biggest in value, too. It covers a lot of fertile ground without being weedy; it carries weight without flabbiness; produces big results without extravagant cost. It's a fat-free audience—the vastest dynamic, product-minded, service-minded, idea-minded group of executives ever assembled by a single publication.

The reason:

Well, being a better-sales medium must start with being a better reader medium—and everywhere, key executives say this is "The Most Useful One" to them among all magazines and newspapers.

Why?

Every business day, the news that changes business does change . . . and The Wall Street Journal is the Only National Business Daily.

Look to The Wall Street Journal—if somebody's looking to *you* for results.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco

And Big New Riverside, California Plant Now Underway.

there's been a sudden movement in Boston

It happened, this movement did, on Jan. 1, when the television programs previously seen on WHDH-TV moved to WNAC-TV—new Boston affiliate of the ABC Network.

With it went the audience — moved by such magnetic attractions as *The Untouchables, 77 Sunset Strip, My Three Sons, The Flintstones,* et al.

In so doing, this audience moved WNAC-TV from a second place 31.5 share of audience delivered (Dec., 1960)* to a first place 36.0 (Jan.-Feb., 1961).* Percentage-wise, a 31% move.

Meanwhile, back at WHDH, *the CBS station,* the reverse was very much in reverse: a drop from 38.2 share of audience to 32.8 in the same period.

This happens too consistently, the facts say, for mere happenstance. As in Seattle-Tacoma, Portland, Ore., Richmond, Salt Lake City—where, following affiliate switches to ABC, average evening audience shares jumped from 28% at the least to 52% at the most.

All part, one must conclude, of that same nothing-is-harder-to-stop-than-a-trend trend.

ABC Television

*Source: ARB, Network Programming Sun.-Sat., 7:30-11 PM, EST.

'AR' Changes Name to 'Advertising & Sales Promotion'

CHICAGO, March 14—*Advertising Requirements*, a sister publication of ADVERTISING AGE, will change its name to *Advertising & Sales Promotion*, effective with the May issue, G. D. Crain Jr., publisher, has announced.

The new name represents only a change in title, not a change in content, according to an editorial by Robert B. Konikow, managing editor, in the April issue.

Advertising & Sales Promotion has been selected as the new title because it better defines the monthly's coverage, Mr. Konikow said. The magazine, first issued in February, 1953, has been devoting a large part of its content to sales promotion activities. A new cover design and logotype, produced by Burton Cherry & Associates, Chicago, accompany the title change. #

'Top Five' Changes Rates

European Media Representatives, New York, has announced a new combined rate of $3.50 per agate line for the "Top Five" group of business and financial papers in the European Common Market. Publications in the group are *24 Ore* (Italy), *La Vie Francaise* (France), *La Metropole* (Belgium), *Elseviers* (Holland) and *Handelsblatt* (West Germany).

Castelnau Joins Troland

Alfred M. Castelnau, formerly assistant editor of *Steel*, has joined Troland Inc., Fairfield, Conn., as a copy director and account executive.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by Wes Port

Make your claims believable

HOTEL RESERVATIONS IN 4 SECONDS

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

SHERATON HOTELS

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

Nielsen Network TV

Two Weeks Ending Feb. 19, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	20,261
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	20,026
3	Du Pont Show of the Month (CBS)	19,979
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	16,884
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	16,368
6	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	16,087
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,477
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	15,289
9	Andy Griffith Show (General Foods, CBS)	15,055
10	77 Sunset Strip (Several sponsors, ABC)	15,055

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	43.2
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	42.7
3	Du Pont Show of the Month (CBS)	42.6
4	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	36.0
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	34.9
6	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	34.3
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.0
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	32.6
9	Andy Griffith Show (General Foods, CBS)	32.1
10	77 Sunset Strip (Several sponsors, ABC)	32.1

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,807
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,978
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,539
4	Du Pont Show of the Month (CBS)	14,305
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,164
6	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	14,117
7	Andy Griffith Show (General Foods, CBS)	14,070
8	Dennis the Menace (Kellogg, Best Foods, CBS)	13,648
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,320
10	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	13,226

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	40.1
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	36.2
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.0
4	Du Pont Show of the Month (CBS)	30.5
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	30.2
6	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	30.1
7	Andy Griffith Show (General Foods, CBS)	30.0
8	Dennis the Menace (Kellogg, Best Foods, CBS)	29.1
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	28.4
10	The Untouchables (Armour, L&M, Whitehall, Beecham, ABC)	28.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.
**Homes reached during the average minute of the program.
† Percented ratings are based on tv homes within reach of station facilities.

Diaper Pure Campaign Set

Blue Dew Corp., Buffalo, will run a page ad in *Reader's Digest*, plus ads in *Good Housekeeping*, for its Diaper Pure product for washing and sterilizing diapers. Newspaper display ads are scheduled in key markets. Bowman & Bloch, Buffalo, is listed as the agency.

Dekker Joins L&F as VP, Media Director

William C. Dekker, formerly media supervisor of Ted Bates & Co., has joined Lambert & Feasley, New York, as vp and director of media. At Bates, Mr. Dekker was on the Colgate and Standard Brands accounts.

William C. Dekker

Mr. Dekker is the third new vp named by Lambert & Feasley in the past week. John R. Latham and Charles J. Lumb, account supervisors, are the other two new vps.

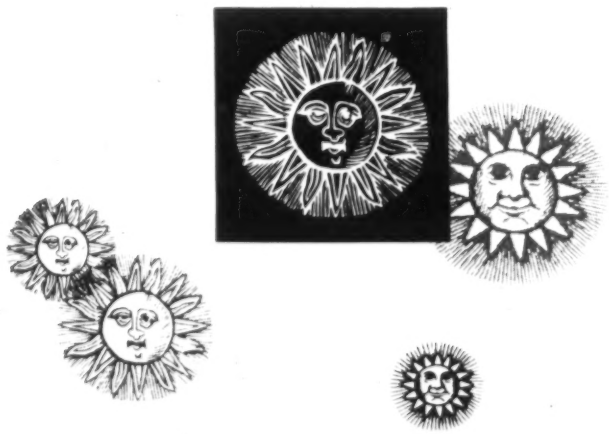
Bowes Agency Joins NAAN

Charles Bowes Advertising, Los Angeles, has joined the National Advertising Agency Network. The new member, which billed about $2,000,000 last year, brings to 34 the total number of agencies in the network.

Weston Joins Dura Corp.

D. Edward Weston Jr., formerly with Hotpoint division of General Electric Co., has been named to the new post of director of marketing of consumer and industrial products of Dura Corp., Oak Park, Mich.

The sharpness and color brilliance of photoengraved reproduction has yet to be surpassed by any other method.



Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

HAVE YOU SEEN THIS AD SOMEWHERE BEFORE?

Certainly. We wished you good morning once before — on page 7. We ran the ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand.*

No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.

Good morning. You in advertising? Lot of talk, these days, about hard sell. Seems to us you need a medium that is welcomed by the people with money to spend...and gives you the time to sell them. That would be the reading weekly, The Saturday Evening Post. Our readers are eager to hear what you have to say. Your Post ad page gets millions more repeat exposures to younger, larger, higher-income families than the same ad in the picture magazines. And with $12 billion in advertising competing for the buck of today's tight-fisted customer . . . even the hardest-selling ad needs all the help it can get. We offer a thought for the day to wide-awake ad men: the number-one magazine for reading is your number-one magazine for selling . . . The Saturday Evening Post.

Gardner Appoints Four

Eugene Ross Hatton, formerly associate marketing research supervisor of Leo Burnett Co., has joined Gardner Advertising Co., St. Louis, as an account executive on the Purina Dog Chow account. Gardner also has named Raymond M. Schwarz, formerly production manager of WJRT, Flint, Mich., broadcast service manager, succeeding Robert Hughes, who was named a program supervisor in the broadcast program department. Richard H. Behrman has been promoted from assistant director to director of research of Gardner's New York office. He succeeds Harold L. Mooney, who resigned.

WTRF-TV STORY BOARD

T. R. Effic!

AS THE X-RAY specialist walked down the aisle to say the marriage vows with a former patient, someone whispered: "I wonder what he saw in her?" (Thanks to the Harrisburg Tiltons)

Wheeling wtrf-tv

DID YOU HEAR about the girl with the gleem in her eye . . . her husband nudged her while she was brushing her teeth.

wtrf-tv Wheeling

A RIPE OLD AGE is nothing to brag about. Consider the tomato.

Wheeling wtrf-tv

THIS MESSAGE MAY HELP . . . just think about it . . . a priceless pearl was once some oyster's ulcer.

wtrf-tv Wheeling

THIS MESSAGE means RESULTS . . . your advertising gets across to the big and spending audience when it's transmitted to the Wheeling-Steubenville Industrial Ohio Valley by WTRF-TV from Wheeling. Merchandising, too . . . just ask Hollingbery.

Wheeling wtrf-tv

ANCIENT ROME DURING THE REIGN OF NERO . . . two Romans met to discuss plans to burn down the city. "Let's abandon our plans; rumor has it that Nero himself plans to set fire to Rome. Let him do it for us," one of them said. "Why wait for Nero?" replied his companion. "If we do it ourselves, we can eliminate the fiddle man."

wtrf-tv Wheeling

OVERHEARD . . . "All she got out of the evening was rum and coax."

Wheeling wtrf-tv

MODERN PROFILES . . . When the teacher asked little Greg Frank who was the Great Profile, he answered "Alfred Hitchcock!"

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

This Week in Washington . . .

Postmaster General Day Inherits Summerfield's Budget—and Woes

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 16—Postmaster General J. Edward Day comes from the insurance business. Undoubtedly there must be times when he wishes he had taken a course in diplomacy.

In the Post Office Department, he is under White House pressure to keep deficits to a minimum. At the same time, he is hearing from big mail users who hope to avoid the controversies which muddied postal affairs during the past eight years.

The management group brought in by Mr. Day talks bravely of new leadership to trim costs and improve service. But time refuses to stand still, and the White House is instructing Mr. Day to dun the big mail users with the same arguments over costs which resulted in such bitterness during the Summerfield administration.

■ As a matter of over-all policy, the Kennedy administration has advised all government departments that they are expected to try to follow the budget which the Eisenhower administration drafted for the fiscal year starting July 1. Before leaving office, Mr. Summerfield had worked up a plan involving a $843,000,000 rate hike, the biggest in the country's history.

Users were confident that the new administration would put a stop to that. Members of Mr. Day's team, like Deputy Postmaster General Bill Brawley and Assistant Postmaster General Fred Belen knew from 10 years of service with congressional committees, that these proposals are unreasonable and unattainable.

■ Now, however, the assumption that the Kennedy administration would make a fresh start on the rate issue seems to have been mistaken. The new team advised the White House that at least $269,000,000 could be eliminated from the Post Office Department's costs, as public service. This proposal, to bring the "deficit" within reasonable bounds, was flatly rejected by the Budget Bureau.

Within the past few days, Post Office officials have made no secret of their obligation to go to bat for the huge rate increase. So users are on notice that they better prepare to resume the battle where it left off last year. As a step in this direction, representatives of Time Inc. resorted to an unprecedented move this week: Taking their problem to the House appropriations committee.

■ The committee had already heard the Postmaster General argue in support of the Eisenhower-Kennedy budget. The Time Inc. witnesses hoped to demonstrate that Post Office costs include large sums which publishers should not be expected to pay.

In the past, the money-minded appropriations committees have been a trouble-spot for the users of mail service. In their single-minded determination to keep the federal budget balanced, they have preferred to overlook the details of postal rate making, and maintain steady pressure for the department to find a way to make its income cover its costs.

Some members of the appropriations committee were reportedly surprised to get a new prospective on the postal rate problem from the Time witnesses. But not enough. For, according to reliable sources, the committee will trim the public service allowance even deeper than the Eisenhower-Kennedy budget, loading nearly $30,000,000 more onto the users of postal service.

■ During a secret meeting with members of the House post office & civil service committee yesterday, the Postmaster General reported that he expects to ask for a $831,000,000 rate increase. (This is $12,000,000 less than Mr. Summerfield suggested, and supposedly represents "savings" by the new administration.) With the country in a recession, committee members displayed no enthusiasm for legislation involving 5¢ letters, 8¢ airmail, and 50% to 75% increases on direct mail matter, and publications.

Unless the administration is prepared to make a determined stand, this Summerfield-based bill will probably fare no better than the Summerfield-based rate legislation has in earlier years.

■ Since taking office, the new Postmaster General has been careful to maintain his lines of communication with the big mail user groups. He has been candid in seeking answers to the department's fiscal problems. At the same time, he has welcomed suggestions for cutting costs and improving service.

Because the U.S. Post Office is certainly the largest "business" in the world, with 35,000 branch offices and over 560,000 employes, considerable time must pass before the policies of the new management have any impact. However, the department is "yeasty" with ideas. Some clearly imply important—and constructive—changes for the future.

Deficits: The word seems to be absent from the vocabulary of the new management. Mr. Day and his associates talk about "closing the gap" between income and expenditures. "When we talk that way," said one executive, "it's because we realize that it isn't merely a matter of raising rates. One way to help close the gap is to cut costs."

Incentive Rates: Deep in the thinking of the management is recognition of the fact that the new mechanized Post Office will need new, more scientific rate schedules. Most Post Office volume is handled in the evening, at premium wage rates. Costly machine capacity must be geared to the nighttime peak, while standing idle during the daytime.

One sure way to cut costs, says one new executive, is to spread the work-load throughout the day. "As we go along, we are going to improve our relationships with the big mailers, and we are going to put the problem up to them. 'How can you help us reduce our costs and use our plant and equipment more effectively?' Mailers must realize that every move we make to reduce our operating costs will reduce the pressure for rate increases."

Less emphasis on cost ascertainment: One of the really tragic results of a postal rate increase battle in 1961 is the likelihood that the new postal management would be backed into supporting a rate-making philosophy carried over from the previous administration. Under this system, the cost of operating the department is distributed mechanically, on the basis of time and motion studies, among the various classes of mail, with little regard to ability to pay, or the consequences if particular users are forced out of the mail. Arbitrary adjustments are used to shift more of the cost to first class letters—but Congress conveniently ignores them.

Within the new management, individual executives fully appreciate that cost ascertainment is a delusion. Second class, for example, pays less than a third of its apportioned cost, because that's about all the traffic will bear. "By writing off large percentages of cost to second, third and fourth class, we make first class look better," commented one executive. "But if it weren't for the sums we write off to second, third and fourth on rural routes, can you visualize the deficit that would be charged to first class mail on rural routes?"

New techniques: It's far too soon to indicate what the new organization can do in the way of trimming postal costs. Already, there have been moves to get more trained management experts into the department's organization.

At Providence, the new "fully mechanized" "turnkey" post office was under the direction of a 70-year-old postmaster who was within three months of retirement. In an effort to solve the "turnkey" problem, the new "team" brought in an expert who has been trained in the problems of mechanized mail handling.

Deputy Postmaster General Bill Brawley is emerging as a key operating executive, with control over the department's 13 district officers. On the other hand, there are proposals for the bureau of operations to have its own staff of management experts. The inspection service, originally a policing organization, would no longer be the major contact between Washington and the individual post offices. As the operating bottlenecks develop, the bureau of operations will have its own force of technical people ready to move in and find the answers. #

Pick your figure ...and keep it!
See the pounds go with SEGO
NEW DELICIOUS 900-CALORIE DIET FOOD
that gives you 10% more protein—nature's hunger control
SEGO

LIQUID DIET—*Pet Milk Co. is testing a new liquid diet food, Sego, in some markets. This two-color page appeared in the March 2 Columbus Dispatch. Pet is also testing a fresh dairy product, Pet Diet Food 900 (AA, Feb. 6).*

Waldie & Briggs Names Two

Waldie & Briggs has appointed Bruce R. Kelly to its creative staff and Charles M. Bauer assistant art director. Mr. Kelly formerly was an account executive and copywriter in the Chicago office of Fuller & Smith & Ross, and before that was advertising manager of Brunswick-Balke-Collender Co. Mr. Bauer joined Waldie as an artist in 1960.

Block Joins 'Bankers Digest'

Maurine Block, formerly advertising manager of Dallas Iron & Wire Works, has been named editor of *Bankers Digest*, Dallas, weekly newspaper devoted to Texas bank news. Miss Block is Dallas-Fort Worth correspondent of ADVERTISING AGE.

Libby, McNeill Names Dennis

K. W. Dennis has been named director of merchandising of the canned meats division of Libby, McNeill & Libby, Chicago, succeeding J. H. Ehrenfeld who has been elected a vp. Mr. Dennis formerly was sales manager of the canned meats division.

THE S.E.P. SHORT COURSE

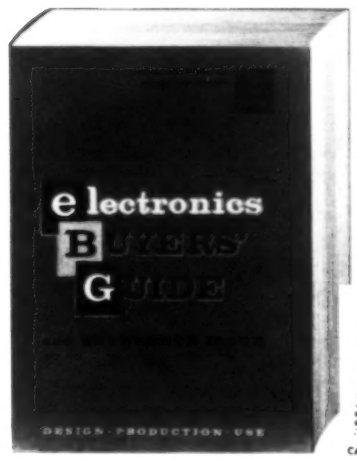
G.N.P.

Great Neck Poll. Client takes new campaign home to Long Island, asks wife's candid opinion of same. Results of such depth interviews often send agency back to drawing board.

A.P.X.

Ad Page Exposure – the first and only media measure that tells you how many times readers look at your own brightly devised and revised ad page. Considering all that hangs on your campaign, isn't APX the score you want to know?

Find out all the facts on APX... ask The Saturday Evening Post.



EXCLUSIVE!

SPECIFIC PRODUCT LISTINGS SAVE TIME

No matter how many products a company makes, each is listed (after verification each year by questionnaires) under its specific heading. More than 3,000 products are cross-indexed so that all company products are easy to find (eliminates unnecessary duplicate listings). Advertisers' names and page numbers are in bold face type which lead the user to the advertising pages for complete product specifications.

Typical page from Product Listings Section

make **electronics buyers' guide** the most used electronics catalog-directory!

Specially edited 64-page Reference Section assures extra use.

1961 EBG will contain the annual "Index of Editorial Articles" which have appeared in regular weekly issues of **electronics,** with abstracts of important features.

Most reliable, most used catalog-directory in the industry. It's the 53rd issue of **electronics.** You know what you get: 52,286 circulation is audited ABC.

21 years of publication plus annual verification of product listings by the industry itself gives EBG accuracy, completeness and authority second to none.

648 advertisers in 1960 made EBG "electronics Social Register."

A hard-selling follow-through for your advertising in the weekly issues of **electronics.**

1 page costs $980; ⅔ page costs $666.67; ⅓ page costs $343.34 @ 13x rate

electronics buyers' guide and reference issue The electronic engineer's Basic Buying Book

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

CLOSING DATES FOR 1961 ISSUE: Published, July 20. Space Reservations, April 16. Copy to Set, April 23. Complete Plates, May 1. Inserts at Binders, May 31. 0.18

Write for complete facts today!

AGE for action

editorial action

News and Views

While Ad Age is known as The National Newspaper of Marketing and internationally respected for its up-to-the-minute coverage of the advertising/marketing scene, its Feature Section is also known for its authoritative, succinct and idea-producing articles. In it can be found such outstanding features and writers as:

Salesense in Advertising by James D. Woolf
Agencies Ask Us by Kenneth Groesbeck
Learning from the Retail Ads by Clyde Bedell
Tips for the Production Man by Kenneth B. Butler
The Peeled Eye Department by Dick Neff
On the Merchandising Front by E. B. Weiss
Employe Communications by Robert Newcomb and Marg Sammons
McMahan on TV Commercials by Harry McMahan
Tyler Picks Ten by William D. Tyler
What's Doing on the Legal Front by Sidney A. Diamond
Creative Man's Corner by a pull-no-punches but anonymous expert.

In addition, the Feature Section reprints major speeches, reports or other documents which AA's editors believe to be of vital interest to advertising/marketing men.

If the news and its accurate reporting are the bread and butter that make Ad Age a "must" at most advertising/marketing tables, the Feature Section is the jam and jelly that makes Ad Age a delectable repast of opinion and comment. It's this kind of thought-provoking material which rounds out the editorial service provided by AA—making it a complete bill of fare for top-echeloners in advertising and market planning as well as for those young executives on their way to the top.

If you want leaders (and those climbing the ladder) for readers, you must give them editorial material worth their time and keyed to their professional interests. Week after week, Ad Age turns this editorial concept into editorial action.

reader action

Sworn at and Sworn by

Registering the accord and discord of readers, AA's "Voice of the Advertiser" (the letters to the editor department) is a forum from which figuratively the sparks can be seen flying. With kudos and kicks on everything from subjects in the news, to feature writers' opinions or editorial comments, AA's readers add their voices aplenty with only the profanity deleted by the editors. Hellzapoppin takes place when politicos or others outside the field whip advertising (as reported in the news columns) or some feature writer steps on sensitive toes. The Creative Man's Corner, in particular, is a favorite with the letter writers, whose responses range from high praise to a recent "soak your head."

Ad Age publishes more letters to the editor than any other journal in the general advertising marketing field. In 1960, 544 letters appeared in the Voice of the Advertiser.

Such reader action gives further emphasis to the fact that Ad Age is the BIG publication that creates the BIG stir in advertising/marketing circles.

Advertising Age

circulation action

Wanted—at any price!

In 1959, William Heumann, owner and president of an advertising agency in Frankfurt, Germany, wrote for a subscription to Ad Age and asked to have the copies sent airmail. A year later he wrote to renew his subscription and commented as follows: "We found each issue of Ad Age very interesting, indeed, and containing a lot of information that we consider helpful. It is in our opinion the only publication of its kind to give you a week to week mirror of events in the U.S. and, to a certain extent, in the international advertising field."

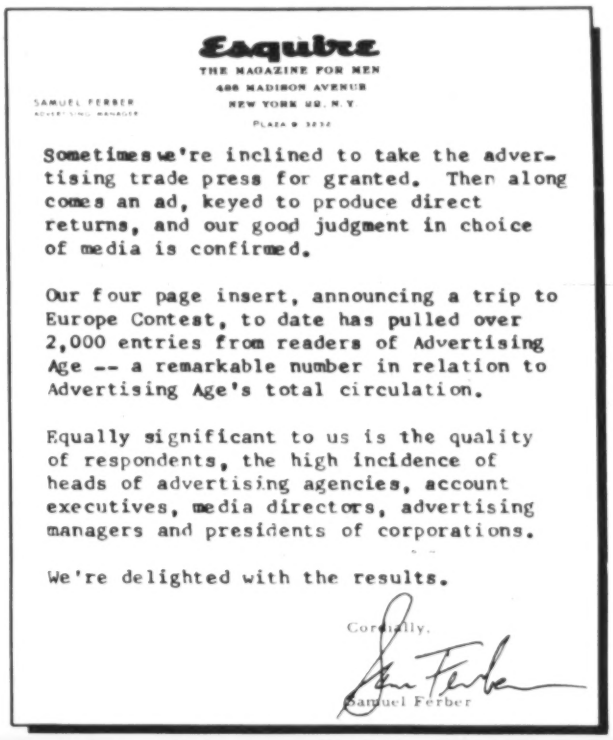
Subscription price, airmail, to Frankfurt, Germany, 1 year: $122.60.

Nearly 50,000 advertising/marketing executives pay to receive The National Newspaper of Marketing—Advertising Age. According to the testimonials of many of these readers, even $122.60 would be dirt cheap for the value of the news, information and ideas they derive from AA.

ad action

2000 from 1

AA is advertising's Main Street—the most effective market place for the sellers of space, time and related services. Where the most buyers congregate is the most logical place to concentrate your sales effort—in AA.



Esquire
THE MAGAZINE FOR MEN
488 MADISON AVENUE
NEW YORK 22, N.Y.
PLAZA 9-3232

SAMUEL FERBER
ADVERTISING MANAGER

Sometimes we're inclined to take the advertising trade press for granted. Then along comes an ad, keyed to produce direct returns, and our good judgment in choice of media is confirmed.

Our four page insert, announcing a trip to Europe Contest, to date has pulled over 2,000 entries from readers of Advertising Age -- a remarkable number in relation to Advertising Age's total circulation.

Equally significant to us is the quality of respondents, the high incidence of heads of advertising agencies, account executives, media directors, advertising managers and presidents of corporations.

We're delighted with the results.

Cordially,

Samuel Ferber

advertiser reaction

Advertising Completes the Picture

AA's great news and feature article presentation every week forms an ideal showcase for the promotion presentation of the leading media, services and related suppliers. Nowhere else can the advertising marketing world get such a complete picture of news and ideas as AA's editors and advertisers offer each week.

Among major media classifications—AA carried from 66% to 71% of all linage in the general advertising/marketing press*

AA's Percentage of Linage	TOTAL LINAGE—FOUR PUBLICATIONS = 100%	
Total Linage	AA = 68.08%	Total Other 3
Newspapers and Supplements	66.41%	
Magazines	68.57%	
Business Publications	66.07%	
Radio and TV	69.68%	
Farm Publications	71.50%	

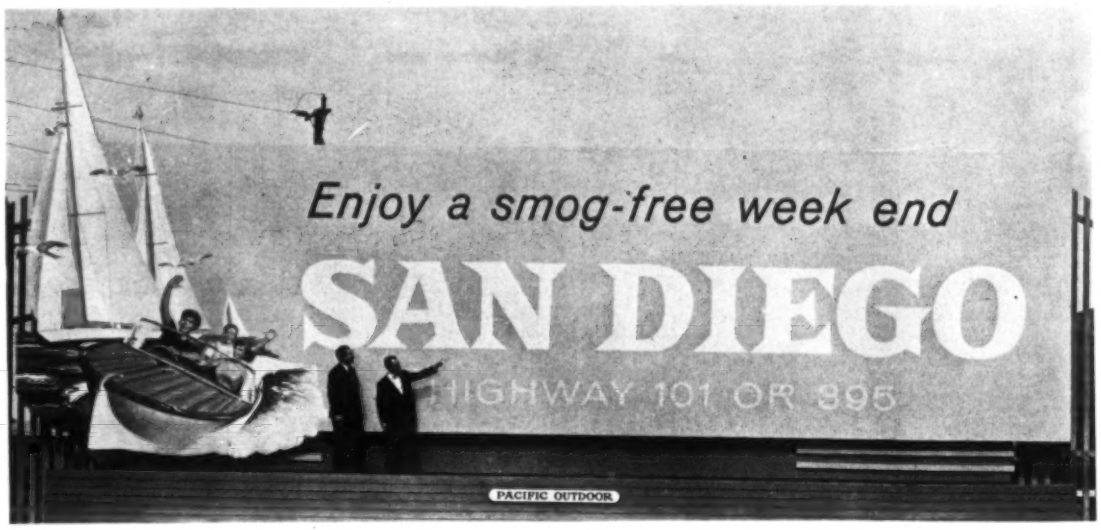
*Advertising Age, Printers' Ink, Sales Management, Media/scope [†API-Statistical Tabulating Co., Jan.-Dec., 1960]

Where there is the heaviest traffic of buyers and sellers it is only logical that there should be the greatest display of media advertising. AA is the news and advertising center of advertising and marketing.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS 630 THIRD AVENUE • NEW YORK 17, NEW YORK

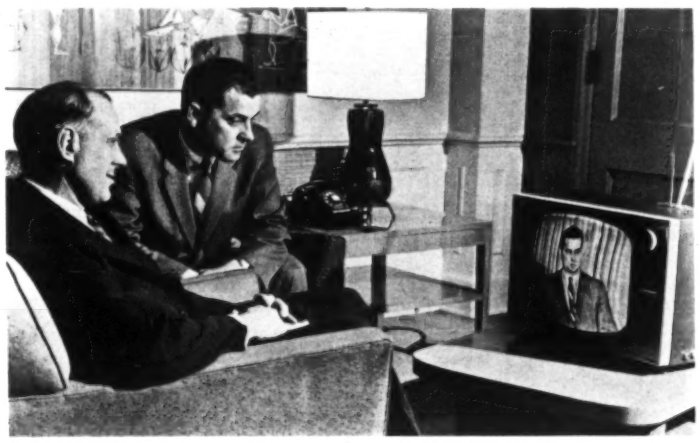
PHOTOGRAPHIC REVIEW



POACHING?—*The San Diego Convention & Tourist Bureau, realizing Los Angeles holds many potential visitors, has inaugurated a rotating painted bulletin there. The pictorial scene will change three times.*

ANNIVERSARY—*Wallace W. Lockwood (left), advertising manager of Taylor Instrument Companies, Rochester, N.Y. and past chairman of the Rochester Ad Council, passes the gavel to incoming chairman William J. McLaughlin, of McCurdy & Co. The nation's only local ad council, it is celebrating ten years of service this month.*

ELECTRONICS ADS—*McGraw-Hill Publishing Co.'s Electronics magazine has put up hundreds of ads in railroad, bus and air terminals around New York beamed at visitors due for the Institute of Radio Engineers show March 20-23. Checking an ad are Bruce Winner, ad sales manager, and Fred Stewart, promotion manager.*



POLS ON TV—*Two admen who are Republican candidates for election to Michigan state educational posts had an opportunity to watch themselves on tv via tape of a luncheon session over WXYZ-TV, Detroit. The admen-politicians are John S. Pingel (left), exec vp, Ross Roy-BSF&D, candidate for the board of trustees of Michigan State University, and Thomas B. Adams, president, Campbell-Ewald, candidate for the board of governors of Wayne State University.*

EASTER BUNNY—*Ham for Easter, in foil, is featured in this Alcoa Wrap display, now available to grocers. The model shows what every woman needs, a roll of Alcoa Wrap.*

Schacht Mack

Vierheller Jostedt

Carroll Stroud

ST. LOUIS GRIDIRON—*Women's Advertising Club of St. Louis held its 27th annual gridiron dinner, proceeds of which are divided between the St. Louis University school of medicine and the Barnard Free Skin & Cancer Hospital. This year's gridiron was titled "Kook's Tour," and among those performing in the skits were Beulah Schacht as Brigitte Bardot and Helen Mack as a reporter; Shirley Vierheller, one of the writers of the show, as Mamie Eisenhower, and Peg Jostedt, president of the club, as Jackie Kennedy, singing about life in the White House; and Edna Carroll as Mona Lisa and Myra Stroud as Charles Nagel, director of the City Art Museum of St. Louis. The show was directed by Bea Adams, who originated it in 1934, and was produced by Marilyn Harris.*

Of the top 10 markets in the U. S., nine are cities but one is a state! Iowa with a population of 2,757,537 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation*of the **Des Moines Register and Tribune** puts Iowa in the top ten—it reaches nearly 70% of the whole state!

*For example, though the daily Register and Tribune gives saturation coverage to the city of Des Moines, yet this accounts for only 30% of the total daily state-wide circulation of over 350,000 families, all over Iowa. And these papers are 85% home delivered!

Merchandising Ideas

Walker Display Uses Mirror

• Inclination of almost anyone to take a peek into a mirror if the chance affords is being capitalized upon by Hiram Walker Inc. in a new display piece now going into

SELF IMAGE—*Fred L. Fisher, national sales promotion manager of Hiram Walker Inc., shows new display piece which capitalizes on a mirror.*

retail liquor stores. The gimmick is that at first a mirror on the display reflects the viewer's image for a few seconds, then a light flashes on behind the mirror and the person's image disappears and is replaced with the message: "Walker's Deluxe is 8 years old."

Toni Gives Brush-Comb

• Toni Co. will offer a free brush-comb, a combination brush and comb, and a new booklet of 1961 hair styling tricks with

FREE BRUSH-COMB—*Toni Co. will offer this free brush-comb with Adorn hair spray beginning April 1.*

its Adorn hair spray, beginning April 1. Six new coiffures with setting strategy for each are illustrated in the booklet. The offer will be available with the $1.50 and $2.25 sizes. Timed for the peak hair care season, the promotion will be backed by network and spot tv, plus a print drive. North Advertising handles Adorn.

Bulova Offers New Incentive

• Bulova Watch Co., New York, has developed an "instant incentive contest" program for sales managers interested in stimulating greater effort from sales personnel. Ed James, head of Bulova's premium sales activities, is head of the new program. Each package contains an outline of the contest theme, details on how to conduct it, suggested promotional materials and literature and "appropriate" Bulova prizes.

The first four contests are "Radio Roulette," "Stereo Sales-O-Rama," "President's Choice" and "Lucky Minute Sweepstakes." In the first, winners received transistorized, table model, or electric clock radios as prizes. Bulova portable stereophonic phonographs are awarded in the second; selections of President and First Lady watches are awarded in the President's Choice contest, and watches housed in a specially designed and engraved trophy box have been prepared for the fourth contest.

Station Sends Foreign Cards

• To merchandise the slogan of WFMN-FM, Baltimore—"a world of fine music in Maryland"—MacLellan Associates, Baltimore, WFMN-FM's agency, came up with a promotion built around the "world" theme. Monthly, postcards are mailed from abroad to agencies and prospective advertisers. Although the postcards bear foreign stamps, postmarks and art work from the particular country of the month, they are purchased and designed in the U. S. Each card carries a handwritten message both in English and the language of the country. According to Richard MacLellan, the agency head, the cards have been door openers for WFMN-FM. The recipients look forward to receiving the cards each month and tend to identify the station with worldwide culture, he said.

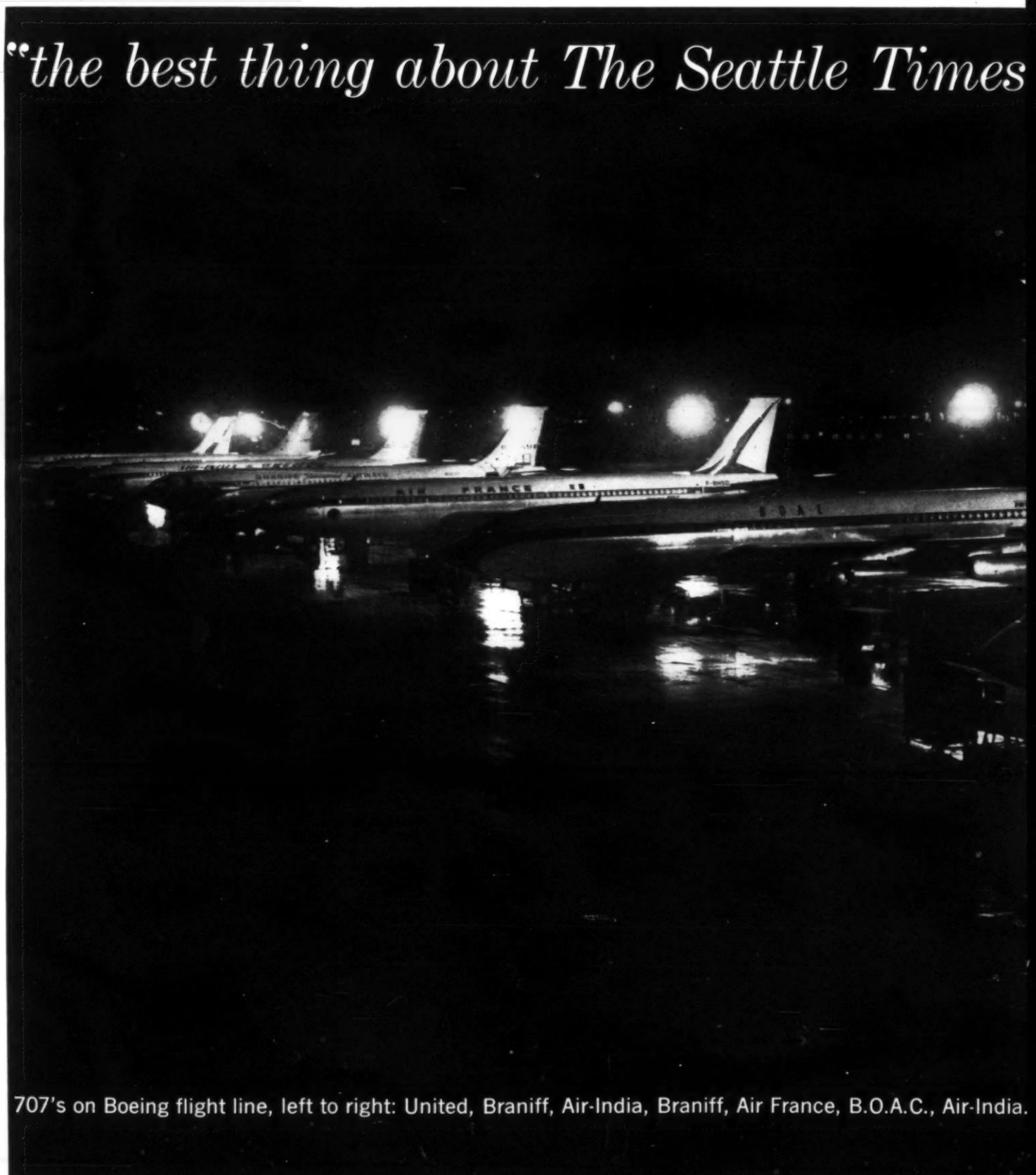
PUGNACIOUS—*Endevco Corp., Pasadena, Cal., manufacturer of transducers for the aircraft and missile industry, used this illustration in a direct mail piece to customers.*

Burns Stars in RCA Push

• In a major consumer campaign for RCA Victor's new Stereo Action albums, RCA Victor Records has launched a promotion featuring the William J. Burns International Detective Agency. Burns is assigning uniformed guards to scout the retail dealer locations in New York, Chicago, Philadelphia, Boston, Los Angeles, San Francisco, Cleveland, Baltimore, Washington, New Orleans and 40 other cities. For every different Stereo Action album the guards find in a dealer's window, RCA will send the dealer one free copy. RCA Victor has four packages in the series.

"Stereo Action—the sound your eyes can follow—" is the theme

"the best thing about The Seattle Times



707's on Boeing flight line, left to right: United, Braniff, Air-India, Braniff, Air France, B.O.A.C., Air-India.

it's HOT!
THE YEAR-ROUND MAILING PIECE THAT NEVER FAILS!!! ANNOUNCE NEW PRODUCTS, STORE OPENINGS, SPECIAL EVENTS, PRICES, INVITATIONS...ANYTIME YOU WANT RESULTS. FREE SAMPLE!
MARVIC ADV. CORP.
861 AG MANHATTAN AVE. BROOKLYN 22, N.Y.

of an ad campaign in national publications. The ad drive is backed by ad mats for newspaper advertising and in-store material including a motion display for dealer windows. The display features color reproductions of all four Stereo Action packages. A Burns guard is pictured unveiling a fluorescent motion unit in its center. W. I. Alexander, advertising and promotion manager, RCA Victor Records, said, "if a Burns guard doesn't visit a dealer's store in any of the cities included in the program between March 1 and March 15, the dealer may send RCA Victor a photo of his window showing his albums on display to qualify for the free albums."

Guests Get Instant Martini

• Guests attending an open house at the enlarged plant of Michigan Industrial Packaging, Grand Rapids, were understandably surprised when they reached the door of the building. They had cocktails literally thrown at them. But

INSTANT MARTINI—*Packaged martinis like this were served guests at an open house of Michigan Industrial Packaging to prove a slogan, "We package anything!"*

it wasn't a brawl. It was just a unique way for Jack Batchelder, president of Industrial Packaging, to emphasize a sales claim he's been making since he founded the company in 1953—"We package anything!" As guests arrived, Mr. Batchelder tossed chilled, packaged martinis for them to catch and enjoy while he conducted them on a tour of the new facilities. Each individually packaged drink had been mixed, poured into a cocktail glass, embellished with an olive, covered with special plastic wrap, sealed to be spill-proof and placed in a box with a protective styrafoam form to fit the shape of the cocktail glass.

■ The packaged martinis survived tossing, catching and occasional dropping. In fact they survived everything but the thirsty guests. Mr. Batchelder produced a surplus of the packaged martini containers, and will send one to any company interested in the stunt. He added that the cost prohibits his including the glass in the offer and postal authorities prohibit his mailing the intended contents. Or, he said "anyone with a packaging problem is welcome to visit the plant and receive a packaged martini—complete." Creative Advertising Agency, Grand Rapids, planned the open house.

Brochures Push Terne Roofing

• Four new brochures with cartoon covers showing roofing contractors on the job are being utilized by Follansbee Steel Corp., producer of Follansbee Terne roofing, to promote the product to 12,500 contractors all over the country. Prepared by Albert P. Hill Co., Pittsburgh, each of the brochures features a different advantage of Terne roofing. They include photos of Terne installations, reproductions of editorial stories and diagrams and drawings relating to use of the roofing. Each contains a reply card with which the contractor can request additional information. Follansbee is mailing the brochures from six to eight weeks apart. #

British Publication of 'Waste Makers' Brings New Criticism

LONDON, March 14—Vance Packard's "The Waste Makers" is the subject of a withering review in the March 5 *Sunday Observer*, which calls it the "conformer's guide to non-conformity."

Written by Richard Hoggart, the review complains of Mr. Packard's prolific output, the horrors discovered once a year. "He must work as fast as Hamlet's mole," Mr. Hoggart surmises, "though he does not dig as deeply. After three books, one can imagine the formula. He finds a striking theme in some other writers (this time in Chase, Galbraith and others). He gathers into his filing cabinet a mass of cuttings which seem to support the theme, invents a snappy title ('The Hidden Persuaders,' 'The Status Seekers,') and another book is born.

"There must be an endless future in this kind of thing," Mr. Hoggart muses. "A chapter heading from Kinsey, some newspaper clippings, and no doubt we could have 'The Frigid Amorists.' An article in *The Saturday Evening Post* about university life, a few conversations on campus, and 'The Hireling Thinkers' could be launched."

■ Mr. Hoggart is critical of Mr. Packard's lumping all research—clippings from magazines, extracts from "genuine research papers" and gossip—into his evidence. The book has no sustained argument, he finds, and Mr. Packard is said to "trade on repetitive shocks." It strikes Mr. Hoggart as "intellectual sensationalism."

Finally, Mr. Hoggart argues that the book "is a symptom of the ills it describes. It is a concocted, a gimmick, book—to be consumed while its theme is fashionable and then discarded, like last week's Kleenex packet." The book, he writes, "allows us to live comfortably in the world it seeks to attack, and yet to feel superior and knowing towards it." #

Computer Names Dickerman

Computer Instruments Corp., Hempstead, L. I., has named Dickerman Advertising, New Hyde Park, L. I., as its agency, a first appointment.

17 Ways to Test Ads

"17 Ways to Test Your Advertising" is title of one of the NEW chapters in 1961 revised and enlarged edition (just off press) of famous book TESTED ADVERTISING METHODS by John Caples, vice president of BBDO Ad Agency. This big 11,000-word chapter shows you how national advertisers test ads by mail, sales, opinion tests, coupons, inquiries, readership, split-runs, free offers, charge offers, hidden offers, telephone response and other methods. If you want to take guesswork out of your advertising, find best appeals, copy, picture, headlines and multiply your SALES, this chapter is worth entire price of book. Your money back if you don't agree.

Three other NEW chapters are: 1. How to Put Enthusiasm Into Ad Copy; 2. How to Make Small Ads Pay; 3. 28 Ways to Get More Inquiries from Your Advertising. "This book tells results from six million dollars spent in testing advertisements," says *Business Week*. The 1961 edition has 18 chapters, 320 pages and 79 NEW illustrations. Tear out this ad and send it with your name and address for 10 days' FREE examination. Then send $6.95 plus a few cents mailing charges or return book without obligation. SAVE . . . If you check here ☐ and enclose payment, we pay mailing charges. Your money back in 10 days if you are not delighted. Address: Harper & Bros., 61 East 33rd St., New York 16, N.Y. 4404-B

. . . is the people who read it"

Booming with Boeing for our share of the jet age!

Seattle is the giant of the Pacific Northwest.

Boeing Airplane Company is an important reason why!

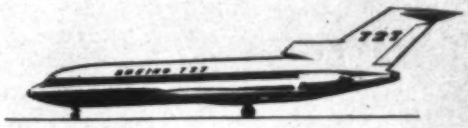
In the past year a total of 55,000 Boeing employees poured a combined annual payroll of $330 million through Seattle area cash registers. Boeing is a stable payroll, balanced between commercial jet contracts and defense. On the job night and day, Boeing employees are one of the many reasons why we can say...

"The best thing about The Seattle Times... is the people who read it."

Throughout Seattle people are earning well and living well. The average family spendable income in Seattle is $724 higher than the nation's average... and seventy-five out of every 100 retail dollars spent in Seattle come from the pockets of the readers of The Seattle Times. Get your share of this growing jet age market.

What about circulation? In the total city and retail trading zone The Times' margin of leadership has reached 41,985 daily and 58,976 Sunday.

Boeing 727: New three engined jet designed to bring modern air travel to cities not yet served by jet aircraft. ■ Passengers —70 to 114 ■ Crew—Three: pilot, co-pilot, engineer ■ Speed—up to 600 miles per hour ■ Range—1,700 miles ■ Gross Weight —142,000 pounds ■ Cabin Length—72 feet and 2 inches ■ Ceiling—42,000 feet



Put your money where the market is—Seattle.
Put your money where the readers are—

The Seattle Times

Represented by O'Mara & Ormsbee, Inc.—New York, Detroit, Chicago, Los Angeles and San Francisco

Henford & Greenfield Moves

Henford & Greenfield, Rochester, N. Y., has moved to new offices in the Cutler Bldg.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

Few Sponsor Holdouts as Baseball Nears

(Continued from Page 3)

fining the freest spender in the latter group.

Although local coverage of games is greater than ever, network broadcasts will be decreased. Mutual Radio decided to discontinue its "Game of the Day" broadcasts, after 11 years. Reasons given by the network were the desire of its affiliates to emphasize news rather than baseball, and the shrinking number of markets in which a network can present major league coverage.

ABC-TV said it would not continue with the Saturday "Game of the Week" broadcasts because of the increasing list of major league

(Continued on Page 72)

ADVERTISERS BUY ENDOWMENTS HERE

at Term Insurance Rates

The most successful advertisers use the Post and Times-Star for sales insurance and lifetime income. They know this rich market is right for their continuous development, they like this paper's growth, respect its editorial excellence, admire its sales results. Be thankful for a market with such potential, a paper of so great influence, and its coverage of each economic group. And keep your premiums paid!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Total circulation . . . 274,874 . . . ABC 9/30/60

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

1961 Battery of Radio-TV Baseball Sponsors

National League

Team (By 1960 Standing)	Television: Originating Station	Station Feed	Number of Games	Sponsor & Agency	Radio: Originating Station	Station Feed	Number of Games	Sponsor & Agency
1. Pittsburgh Pirates	KDKA-TV	2	33	⅓ Atlantic Refining Co. (N. W. Ayer & Son) ⅓ Iron City Brewery (Ketchum, MacLeod & Grove) ⅓ Ford Dealers of Western Pa. (J. Walter Thompson Co.)	KDKA	26	All 154 games	Same as tv
2. Milwaukee Braves	No tv				WEMP & W MJ	51	All	⅓ Miller Brewing Co. (Mathisson & Assoc.) ⅓ Clark Oil & Refining Corp. (Tatham-Laird) ⅓ American Tobacco Co. (Lawrence C. Gumbinner Adv. Agy.)
3. St. Louis Cardinals	KPLR-TV	None	40 away	½ Anheuser-Busch (Gardner Advertising) ½—Several advertisers, part open	KMOX	60	All	Same as tv
4. Los Angeles Dodgers	KTTV	None	11 away (with San Francisco)	½ Union Oil Co. (Young & Rubicam) ½ American Tobacco Co. (Lawrence C. Gumbinner Adv. Agy.)	KFI	19	All	Same as tv
5. San Francisco Giants	KTVU	None	11 away (with Los Angeles)	⅓ Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample) ⅓ American Tobacco Co. (Lawrence C. Gumbinner Adv.) ⅓ J. A. Folger & Co. (Fletcher Richards, Calkins & Holden)	KFSO	18 station-Golden West Network	All	Same as tv
6. Cincinnati Redlegs	WLW-T	4	24 home 29 away	⅓ Colgate-Palmolive Co. (Ted Bates & Co.) ⅓ Standard Oil of Ohio (McCann-Erickson) ½ Hudepohl Brewing (Stockton-West-Burkhart)	WKRC	Over 50		Burger Brewing Co. (Midland Advertising)
7. Chicago Cubs	WCN-TV	None	77 home (in color) 5 away (b&w)	½ Theo Hamm Brewing Co. (Campbell-Mithun) ¼ R. J. Reynolds Tobacco Co. (William Esty) ¼ Chicago First Federal Savings & Loan Assn. (Dancer-Fitzgerald-Sample)	WGN			⅓ Oak Park Federal Savings & Loan Assn. (Roy Conner & Assoc.) 1/6 G. Heileman Brewing (McCann-Erickson) ½ open
8. Philadelphia Phillies	WFIL-TV	2	20 home 35 away	⅓ P. Ballantine & Son (William Esty Co.) ⅓ Atlantic Refining Co. (N. W. Ayer & Son) 1/6 Bayuk Cigars (Wermen & Schorr) 1/6 Tasty Baking Co. (Aitkin-Kynett)	WFIL	20	All	Same as tv

American League

1. New York Yankees	WPIX	None	All home 46 away	½ P. Ballantine & Sons (William Esty Co.) ½ R. J. Reynolds Tobacco Co. (William Esty)	WCBS-AM WCBS-FM	None	50 home 77 away 70 home 77 away	Same as tv
					Sports Network	40	All	½ P. Ballantine & Sons (William Esty) ½ Atlantic Refining Co. (N. W. Ayer)
2. Baltimore Orioles	WJZ-TV	4	11 home 39 away	½ P. Lorillard Co. (Lennen & Newell) ½ Theo. Hamm Brewing Co. (Campbell-Mithun)	WBAL	24 (approx.)	All	⅓ Theo. Hamm Brewing Co. (Campbell-Mithun) 2/3—12 local sponsors
3. Chicago White Sox	WGN-TV	None	43 home (color) 15 away (b&w)	½ Theo. Hamm Brewing Co. (Campbell-Mithun) ¼ R. J. Reynolds Tobacco Co. (William Esty Co.) ¼ Chicago First Federal Savings & Loan Assn. (Dancer-Fitzgerald-Sample)	WCFL	60	All	¼ General Tire & Rubber Co. (D'Arcy Advertising) ¼ General Finance Corp. (Gordon Best) ¼ American Tobacco Co. (Lawrence C. Gumbinner Adv.) ¼ Anheuser-Busch (D'Arcy Advertising)

(Continued on Page 72)

NOW'S THE TIME FOR THE

DOUGHNUT BIT!

Remember those little proverbs that used to hang on nearly every office wall? You were sure to see "We do not need to change the work week as much as some of the weak work." Or "If you haven't the time to do it right, when will you find time to do it over?"

Businessmen called them Office Hangers. And there's one we'd like to see on office walls today . . . particularly in the offices of some sad-faced prognosticators. We mean the doughnut bit: "Keep your eye upon the doughnut, brother, and not upon the hole."

We at the Chicago Tribune believe in the doughnut bit. We believe business will be as good as we make it. And we are by no means alone in this belief. From our close association with thousands of Chicago firms, we know many who right now are keeping their eyes on the doughnut. Here are some typical examples:

Philco reports their hard-hitting first quarter campaign in the Chicago Tribune produced "marked dealer enthusiasm with results substantially ahead of last year"! • Sales by Horder Office Supplies on Tuesday, February 28, were "biggest in history", following appearance of their advertising section in previous Sunday's Chicago Tribune . . . sales for the week were "far ahead of same period last year"! • Over 2,200 families braved blustery weather on Feb. 26 to see Alexander Construction Company's new homes. Result: 79 sales made over one weekend by this Chicago Tribune advertiser!

This kind of success convinces us: Offer a good value and promote it and customers will respond. That's precisely what we are doing at the Chicago Tribune. We are expanding our sales force* and increasing our advertising budget. And that's why we look forward to another record year in 1961.

Now's the time to get off the seat of our pants, step up the pace and pour it on. Will you join us?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*If you are a young man with a college degree seeking a career opportunity in sales and advertising, write to J. G. Paddock, 1015 Tribune Tower, Chicago 11, Illinois, or telephone SUperior 7-0100, Extension 2241.

cities blacked out for games. In its place, ABC has scheduled a sports special series.

NBC-TV, however, will again present "Major League Baseball," having scheduled 25 Saturday and 25 Sunday afternoon games. Regional sponsors will be Anheuser-Busch, through Gardner, and General Insurance Co. of America, through Cole & Weber. NBC-TV, as well as NBC Radio, will carry the World Series and two all-star games, to which Gillette Safety Razor Co. (Maxon) holds the rights. CBS-TV has scheduled 25 Saturday and 22 Sunday regular season games. Only CBS sponsor to date is Falstaff, which, through Dancer-Fitzgerald-Sample, bought one-half for Saturdays and one-quarter for Sundays.

The San Francisco Giants will have 11 of its games televised for the first time this year. This leaves the Milwaukee Braves the only team with no local tv coverage. In addition to regular season games, most stations are carrying several pre-season meets. Many stations also have sold pre-game and post-game shows. ≠

YOU NEED GOOD BAIT TO CATCH A FISH
ROHR
LOW AS 40¢
TRY OUR ADVERTISING JEWELRY & WATCH 'EM BITE
*ASK FOR COLOR FOLDER
KINNEY CO.
123 STEWART ST. PROVIDENCE 3, R. I.

1961 Battery of Radio-TV Baseball Sponsors

Team (By 1960 Standing)	Television: Originating Station	Television: Station Feed	Television: Number of Games	Television: Sponsor & Agency	Radio: Originating Station	Radio: Station Feed	Radio: Number of Games	Radio: Sponsor & Agency
4. Cleveland Indians	WJW-TV	None	12 home 44 away	1/3 American Tobacco Co. (Batten, Barton, Durstine & Osborn) 1/3 Carling Brewing Co. (Lang, Fisher & Stashower) 1/3 Standard Oil of Ohio (McCann-Erickson)	WERE	41	All	1/3 Carling Brewing Co. (Lang, Fisher & Stashower) 2/3 by stations in feed
5. Washington Senators	WTOP-TV	None	All home 17 away	1/3 P. Ballantine & Sons (William Esty Co.) 1/3 R. J. Reynolds Tobacco Co. (William Esty) 1/3 Open	WTOP	6 (approx.)	All	4/9 P. Ballantine & Sons (William Esty Co.) 5/9 local sponsors (part still open)
6. Detroit Tigers	WJBK-TV	10	56	1/3 Speedway Petroleum Corp. (W. B. Doner) 1/3 Stroh Brewery Co. (Zimmer, Keller & Calvert) 1/3 American Tobacco Co. (Lawrence C. Gumbinner Adv. Agy.)	WKMH	46	All	Same as tv
7. Boston Red Sox	WHDH-TV	4	56	1/3 American Tobacco Co. (Batten, Barton, Durstine & Osborn) 1/3 Atlantic Refining Co. (N. W. Ayer & Son) 1/3 Narragansett Brewing Co. (Doherty, Clifford, Steers & Shenfield)	WHDH	40	All	Same as tv
8. Kansas City Athletics	WDAF-TV	None	30 away	1/2 Joseph Schlitz Brewing Co. (Majestic Adv.) 1/2—Open	WDAF	6	All	1/2 Schlitz Brewing (Majestic Adv.) 1/2 open
9. *Minnesota Twins	WTCN	13 (approx.)	5 home 45 away	1/3 to 1/2 Theo. Hamm Brewing Co. (Campbell-Mithun) Rest open	WCCO	7 States	All	1/3 to 1/2 Theo. Hamm Brewing Co. (Campbell-Mithun) 1/3 Hills Bros. Coffee (N. W. Ayer & Son) Rest open
10. *Los Angeles Angels	KHJ-TV	None	10 home 10 away	1/3 Brown & Williamson Tobacco Corp. (Ted Bates & Co.) 1/3 Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample) 1/3 Southern California Chevrolet Dealers (Eisaman, Johns & Laws)	KMPC	Over 20	All	1/3 J. A. Folger & Co. (Fletcher Richards, Calkins & Holden) 1/3 Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample) 1/6 Brown & Williamson Tobacco Co. (Ted Bates & Co.) 1/6 open

*New teams this year.

WHERE'S FARGO?
HERE!
NORTH DAKOTA
MINNE
SOUTH DAKOTA
Right across the river from Moorhead, naturally
. . . and Fargo-Moorhead is the hub of the
LARGEST MARKET between SPOKANE and MINNEAPOLIS!
This market — 21 counties in North Dakota and western Minnesota — contains over 300,000 people who spend over $400 million annually in retail stores.* Over 3 out of 5 (64%) of these families are Fargo Forum readers, while no Minneapolis daily reaches more than 1 out of 10. And in the Fargo-Moorhead new Standard Metropolitan Area, Forum coverage is 99%, compared to 8% for any Minneapolis daily.
Not many covered wagons around — but plenty of new cars. And if you happen to sell cars — or coffee — or cigarettes, you'll find The Fargo Forum moves more merchandise than a wave of wagon trains.
*The Fargo-Moorhead Metro Area is 1st in the U.S. in retail sales per household.
THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

THE S.E.P. SHORT COURSE

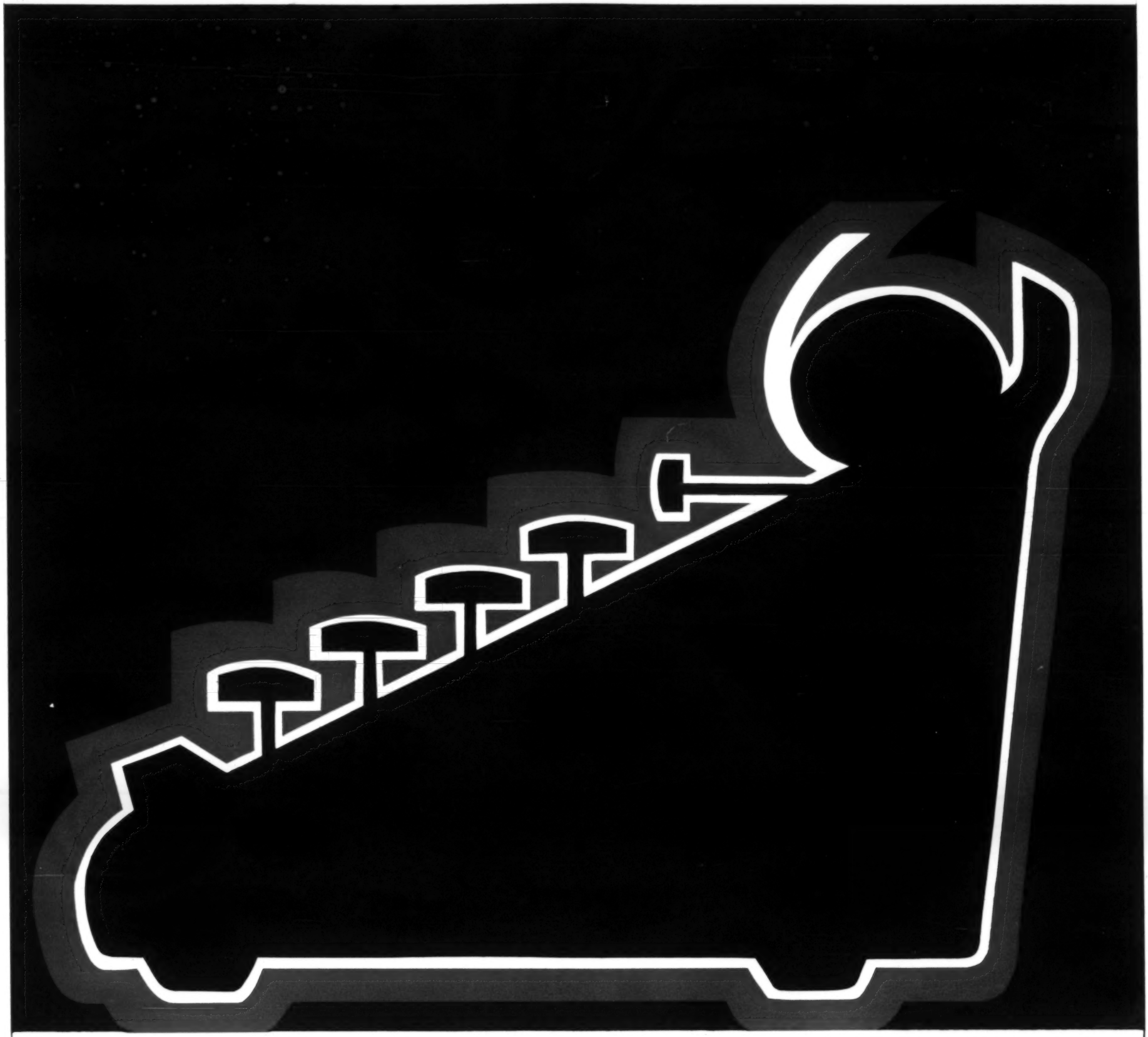
P.R.

Print Riter. Egg-headed, bull-headed, hydra-headed practitioner of a noble art. Sometimes struck in the dark of night by a recurring, disturbing thought: Does anybody read my ads?

A.P.X.

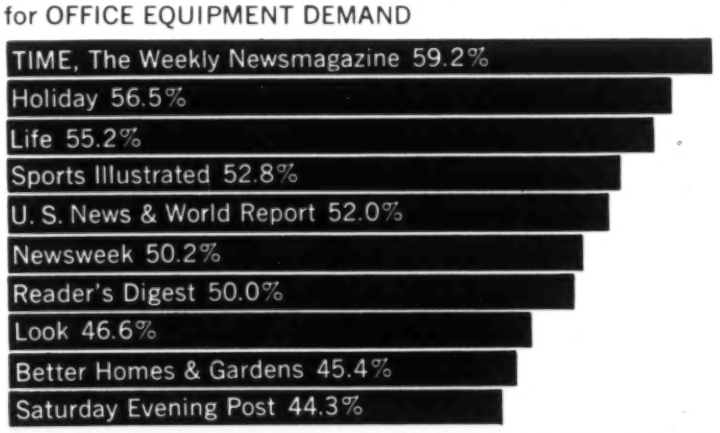
Ad Page Exposure — the first and only media measure that tells a P.R. who sees his sweated-out, struggled-over, shining efforts and how many times. APX makes you more knowledgeable by day, lets you sleep easy at night.

Write for the facts on APX to The Saturday Evening Post.



TIME is the shape of the market for office equipment

Circulation concentration in the top 100 counties for OFFICE EQUIPMENT DEMAND



All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Demand for office equipment is always a good business barometer. So it's significant that in the 100 counties where office equipment sales and use are highest, TIME concentrates more of its circulation (59%) than does any other magazine of over half a million. TIME, too, is essential equipment for the man who wants the facts and figures.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

SALAD DAYS—*International Salt Co. has scheduled this outdoor poster in about 300 markets as part of its "salad time" promotion for spring.*

International Salt Sets New Push in Dailies, Outdoor

CLARKS SUMMIT, PA., March 14—International Salt Co. will promote "salad time" this spring, using newspapers and outdoor. This is a continuation of the company's strategy to promote a variety of foods related to a specific theme.

The outdoor campaign is scheduled from March through May in about 300 markets east of Ohio and north of Virginia. The poster will picture various salad ingredients along with a large package of Sterling salt. The banner reads: "Sterling stirs up flavor!"

■ A premium offer of a salt shaker, pepper mill, salad fork and spoon for $1 and a spout seal will be advertised in about 200 newspapers throughout the company's sales territory, the eastern half of the U.S. The ads will run 420 lines plus local tie-ins.

Batten, Barton, Durstine & Osborn, New York, is the agency. =

Spot Time Sales Names Two

Carleton F. Loucks, formerly president of Radio Programming Service, has been named eastern sales manager of Spot Time Sales, New York, radio station representative. John F. Erickson, formerly with Peters, Griffin, Woodward, has been named manager of Spot Time Sales' Chicago office, succeeding Don Sanders. The Chicago office has moved to larger quarters at 360 N. Michigan Ave.

'Visit U.S.A.' Names Roeder

Visit the U.S.A., bi-monthly distributed to travel agents in Europe, has appointed Edward Roeder Jr. southern advertising sales representative. Mr. Roeder makes his headquarters at 317 N.E. 28th St., Fort Lauderdale.

Zenith Earnings, Sales in 1960 Set Near-Record Highs

Zenith Radio Corp. had earnings in 1960 of $15,225,819, the second highest earnings year in Zenith's 42-year history. The record year was 1959 when the company had profits of $16,630,144. Zenith's net consolidated sales last year hit $254,111,740, also the second best in the company's history, and 2% below record sales of $260,033,866 reported in 1959.

Last year, Zenith produced and sold more than 1,000,000 television receivers for the second successive year. While industry sales of tv sets declined during 1960, Zenith's sales of the units were only slightly below its record sales mark set in 1959.

Pacific Air Lines Revamps Sales, PR Departments

Pacific Air Lines, San Francisco, has reorganized its sales and public relations departments to provide for an expanded sales, promotional and advertising campaign and pr program. Robert J. Dixon, formerly sales promotion manager of Pan American World Airways' overseas division, has been appointed to the new position of director of sales and advertising for Pacific.

Top 10 Variety Chains: 1959-'60

(Source: Chain Store Age)

	Stores		12-Month Sales (000 omitted)		%
	1960	1959	1960	1959	Change
Woolworth	2,426	2,306	$1,035,027	$ 985,949	+5.0%
Grant	869	811	512,991	478,226	+7.3
Kresge	760	725	415,654	401,670	+3.5
Newberry	559	556	265,828	254,789	+4.3
McCrory-McLellan	447	450	167,212	175,010	—4.5
Murphy	437	418	245,562	238,839	+2.8
Green	370	373	128,968	133,662	—3.5
Kress	***	266	144,569	154,422	—6.4
Neisner	170	162	73,495	69,730	+5.4
Rose	149	145	42,071	38,807	+8.4
			$3,031,377	$2,931,104	+3.4

***Unreported

Max A. King, formerly responsible for pr and sales, will now devote all his time to customer, community and government relations work.

Newberg Joins Detroit Broach

Former Chrysler president William C. Newberg has joined Detroit Broach & Machine Co. as a consultant in the "first step of a major expansion program." Gustav Von Reis, president of Detroit Broach, said that Mr. Newberg will work towards setting the expansion plan in motion, and also lay the groundwork for a diversification program.

Solid People

Real Estate advertising attracts substantial investors. The Mirror is second in all Real Estate among New York's seven dailies — and first in New Homes advertising.

Make The Mirror a MUST!

WCCO Radio . . .

one of the great stations of the nation!

TOP ACCEPTANCE

Hibbard Denies Pet Drops National Ads

ST. LOUIS, March 14—C. J. Hibbard, director of public relations of Pet Milk Co., last week denied a published report that the company will drop out of national advertising.

"We are currently working on a new campaign and will release an announcement soon on one of our campaigns, which will cover the media we are using and show how we are using them," Mr. Hibbard said.

Pet Milk dropped its co-sponsorship of the "Red Skelton Show" and "Edge of Night" (CBS-TV) last November (AA, Nov. 21). S. C. Johnson & Son, which had alternated with Pet on the Skelton show, subsequently assumed full sponsorship of that program. #

Hambro Uses Outdoor to Promote Sports Car Line

Hambro Automotive Corp., New York, has launched a five-month outdoor campaign in 12 major metropolitan markets for the MG, Sprite and Austin Healey sports cars. The importer claims "this is the first outdoor program for sports cars to appear nationally in the U.S." Hambro is also using four-color magazine space and b&w insertions in daily papers. McCarty Co., New York, is the agency.

Hambro has also signed as a sponsor of the "National College Queen Contest." A Sprite will be awarded to the winner and the Queen will endorse the Sprite in ads.

Lewyt Names Dorff, Farrell

Henry Dorff, previously vp of sales and marketing of Lewyt Corp., Long Island City, has been named to the new post of vp of merchandising. James M. Farrell, formerly a sales manager of York Corp., has been named Lewyt's national sales vp.

Gorman Horney Moore

AWARDS—*Looking over Point of Purchase Advertising Institute awards (which go to client and supplier) their respective companies have received are Frank E. Gorman, vp, advertising, and Sam P. Moore, manager of point of purchase advertising, Royal Crown Cola Co., Columbus, Ga., and William A. Horney Jr., vp and treasurer, Mirro-Products Co. Mirro supplied to Royal Crown the sign which won first place in the category of three-dimensional vacuum formed signs.*

Marketing Strategy Put Bell & Howell in No. 1 Spot: Percy

CHICAGO, March 14—Bell & Howell Co.'s photo products division ended 1960 in the No. 1 position in terms of consumer dollars spent for movie equipment, Charles H. Percy, company president, said.

He attributed this gain to Bell & Howell's 1960 marketing strategy—"greatly increased" tv advertising of photographic products and strengthened relationships with dealers.

Mr. Percy reported that net earnings of the company, after taxes, rose 4% over 1959 to $5,105,000, representing an increase for the seventh consecutive year. Sales in 1960 were $114,116,000, 9% higher than in 1959, he said. #

'Mode,' First Negro Fashion Magazine, to Appear in May

Mode, a fashion magazine for Negro women, who "are born in 48 different colors," will publish its first issue in May. Initial press run is to be 170,000. One-time b&w page rate is $500 and the inside four-color page rate, $1,500. B&w page ads in retail classification will cost $350. Negro women "are very color conscious and very easy to get insulted, by trying to be sold the wrong color," Eugene Geno Garner, editor and publisher, has warned, offering free designing of ads and suggestions. The magazine's publication and editorial office is Box 278, Farnam, Neb.

Pearson Names Paxson

Ben Pearson Inc., Pine Bluff, Ark., archery equipment manufacturer, has named Paxson Advertising, Benton Harbor, Mich., to handle its advertising. Roche, Rickerd & Cleary, Chicago, is the previous agency of record. The company in 1961 will introduce a new "prestige" line, the Golden Arrow series, which will be sold direct to franchised retailers—unlike the regular Ben Pearson line, which is sold through jobbers. Paxson was agency for Bear Archery Co., Grayling, Mich., for nine years until it resigned the account Jan. 1.

Wrigley Names Len Carey

Wm. Wrigley Jr. Co., Chicago, has named Len Carey Inc., Honolulu, as its agency in Hawaii.

62.1%
SHARE OF AUDIENCE

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	62.1%
Station B	10.1%
Station C	7.6%
Station D	5.4%
Station E	3.9%
Five other stations	10.9%

SOURCE: Nielsen Station Index, Nov.-Dec., 1960 /6 AM-Midnight, 7-day week.

Look at any major market. Chances are you won't find any station that attracts both the overwhelming share of audience and degree of audience acceptance that WCCO Radio does in the Minneapolis-St. Paul market.

Truly one of the great stations of the nation, WCCO Radio delivers far more listeners than all other Twin Cities stations combined! Its 62.1% share of audience is the greatest ever recorded since Nielsen began measuring the market.

Yet years of listening loyalty are a daily habit with 1,022,610 radio families in a 114-county Basic Service Area.

Add the welcome fact that WCCO Radio gives you the lowest cost per thousand—less than one-third the average of all other Minneapolis-St. Paul stations.

Chart your sales story to top acceptance with WCCO Radio.

WCCO RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS RADIO SPOT SALES

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance . . . uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

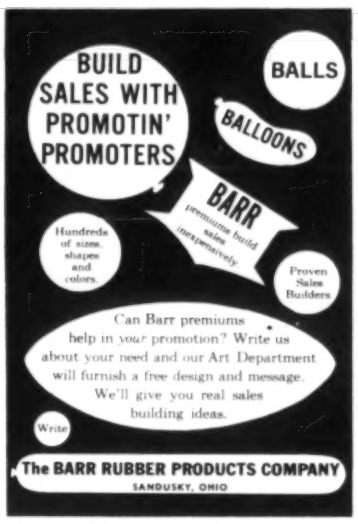
FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000

Anheuser-Busch to Repeat 'Pick a Pair of 6-Paks' Push

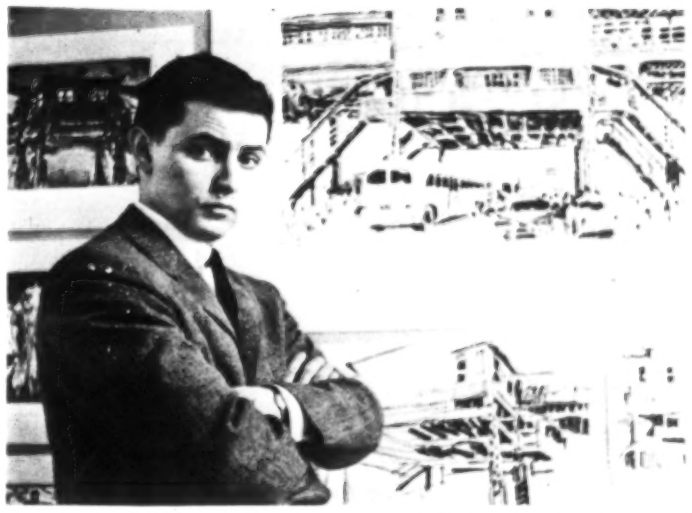
Anheuser-Busch will repeat its "Pick a Pair of 6-Paks" promotion this year during June and July. Full color page ads will run in *Ebony*, *Life*, *Look*, *Newsweek*, *The Saturday Evening Post*, *Sports Illustrated* and *Time*; and also in *American Weekly*, *Parade*, and other newspaper supplements.

The push also will employ spots on some 450 radio stations and 145 tv stations, including schedules in Budweiser's own series, "The Third Man." Outdoor will be used in 188 markets. During the two-month push last year, 20,000,000 six-paks were sold. D'Arcy Advertising Co., St. Louis, is the agency.


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively
Hundreds of sizes, shapes and colors
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Francom Changes Name to Francom/Baker Advertising

Francom Advertising Agency, Salt Lake City, has changed its name to Francom/Baker Advertising. At the same time, the agency has promoted Robert N. Rose to assistant vp. Mrs. Helen Preston was named assistant to A. Wayne Baker and supervisor of radio and television. Mr. Baker has been with the agency the past seven years as a vp and part owner.



EXHIBIT—*Ludwig (Doc) Dochtermann, an art director at Clinton E. Frank Inc., Chicago, stands before some of his work on exhibit in the agency's "Corridor Gallery." Mr. Dochtermann joined the agency last October. The agency initiated the practice about a year ago of exhibiting the work of new artists who join the staff.*

TAKE SALT LAKE
GET A MILLION MORE
Utah is the center of the missile industry with plants such as Marquart shown here.
FILL IN THE 1½ MILLION BETWEEN DENVER AND THE PACIFIC COAST
Here is a million market geared to metropolitan Salt Lake City with its half-million — unified by tradition, geography, and economics — reached and sold by Salt Lake's two daily newspapers. It is a four-state market of busy people who spend $2 billion a year in retail stores. That's why we say there's more to Salt Lake than Salt Lake!
If 1½ million is a "must" market — SALT LAKE is a must!
NEWSPAPER AGENCY CORPORATION NAC REPRESENTATIVE
The Salt Lake Tribune (MORNING & SUNDAY)
DESERET NEWS AND Salt Lake Telegram (EVENING)
Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Coming Conventions

*Indicates first listing in this column.

March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-9. Magazine Publishers Assn., 42nd annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

*May 11. Assn. of National Advertisers workshop on International Advertising, Hotel Plaza, New York.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting. Chicago Athletic Assn.

Oct. 23-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

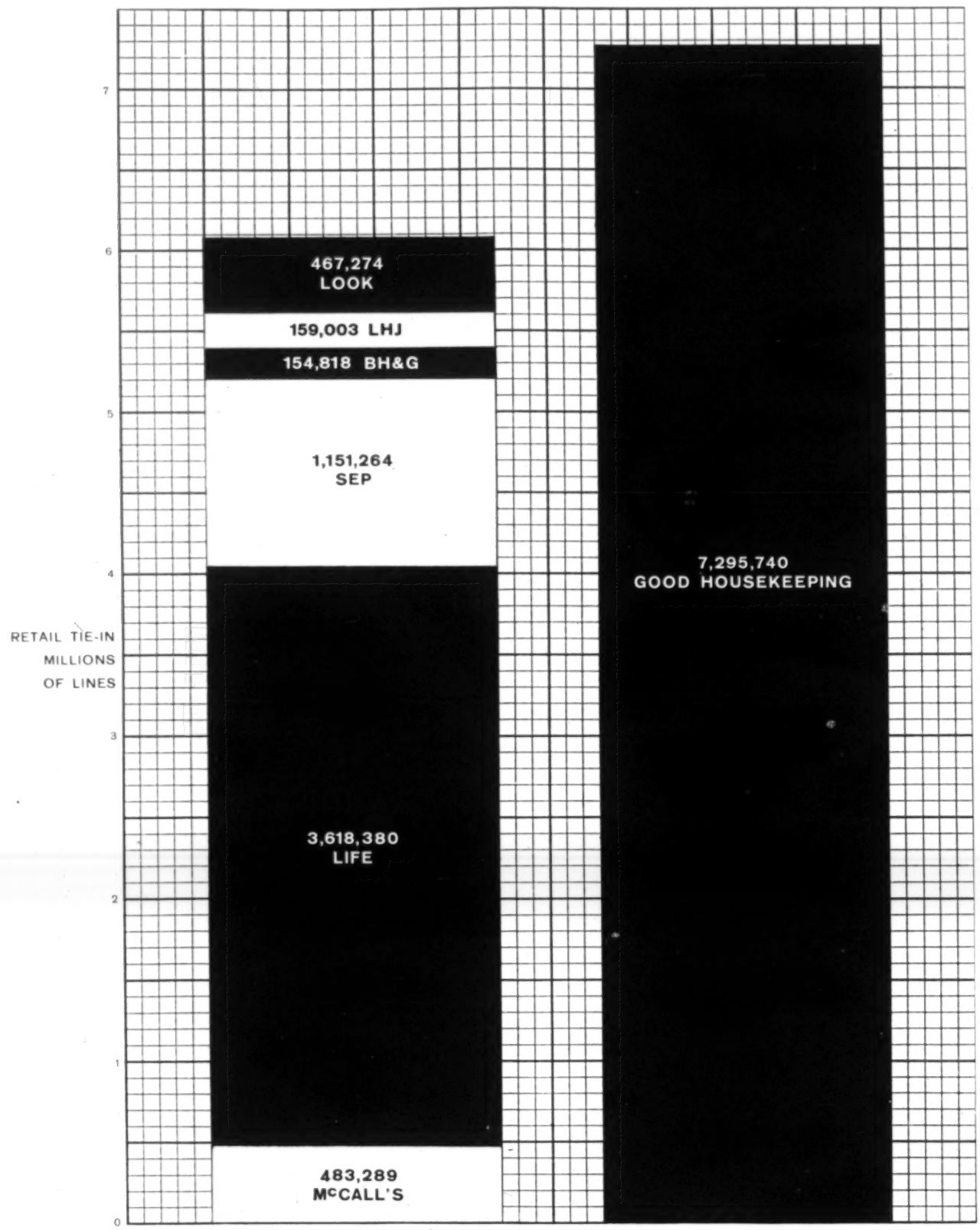
*Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

*Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Walsh Joins Hart Agency

William Walsh, formerly with Chrysler Corp. in marketing and promotion posts, has been named marketing director, in charge of market research and promotion, of Hart Advertising Co., St. Louis.

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT?



BEATS THEM ALL IN RETAIL TIE-IN ADVERTISING

Last year the nation's retailers spent their own advertising dollars to buy 7,295,740 lines of newspaper advertising to promote Good Housekeeping and products that have earned the Good Housekeeping Consumers' Guaranty.†

This is more than twice as much as the total linage used to mention the second magazine, Life. And it comes to more lines than the combined newspaper space retailers used to feature the names of Life, Saturday Evening Post, Ladies' Home Journal, Look, McCall's and Better Homes & Gardens.

Why? Because retailers know that Good Housekeeping moves merchandise. And retailers know that this confidence

Good Housekeeping
FDR:
THE FINAL HOURS
an intimate and moving revelation of the end of an era—from a great new book
ELIZABETH TAYLOR
the bitter harvest of a driven childhood

and believability make the big difference at point of purchase. The retailers are right. Because the buying decisions of 40,930,000 women* are influenced by the Good Housekeeping Consumers' Guaranty Seal. Over 65% of retailers surveyed* say that it influenced purchases in their stores. What's more, the greatest influence is right where retailers want it most—among young married women.

That's what makes Good Housekeeping different. And that's what makes it a great advertising medium.

*Crossley S-D Surveys, Inc.
†Linage data from Advertising Checking Bureau

GOOD HOUSEKEEPING

magazine and institute / a Hearst magazine

Guaranteed by Good Housekeeping

Analysis proves that in San Francisco, a two-station combination must first include KEWB, then another of the top four stations, to reach the greatest number of unduplicated homes at the lowest cost per thousand.

Source: A.C. Nielsen, one week cume, 6 AM-7 PM, 24 cnncts, Mar-Apr 1960, San Francisco/Oakland NSI Report

national representatives The Katz Agency, Inc

CROWELL-COLLIER BROADCASTING CORP.

A SOUND CITIZEN OF THE BAY AREA

Along the Media Path

The **Chicago Tribune** reports enthusiastic reaction to its recent anti-recession campaign of ads in ADVERTISING AGE, *Tribune* and *Wall Street Journal*. The ads have headlines beginning "Now's the Time . . ." (" . . . to Pour It On," " . . . to Step Up the Pace," etc.), and carry specific examples of companies which have had sales successes from expanded promotional activities.

Walter C. Kurz, director of sales of the *Tribune*, said the idea for the campaign grew out of the "great success" of the recent Chicago Automobile Show, where a record crowd turned out to view the 1961 cars, and where considerable buying interest was reported.

He said he has received requests from three other newspapers to use the campaign with their own success stories, as well as requests "by the thousands" for reprints of the ads.

Mr. Kurz said the *Tribune* has given weight to its words of advice by expanding its sales force and increasing its advertising budget.

• **KBAK-TV**, Bakersfield, has begun construction of its new $112,500 building in downtown Bakersfield. It is scheduled for completion June 1.

• The **Hartford Times** and the Home Builders Assn. of Hartford County will co-sponsor the annual Hartford Home Show, to be held March 23-30.

• **Boys' Life** marks its 50th anniversary with its March issue. Paid circulation is 2,100,000 copies each month. About 350,000 subscriber are from non-Boy-Scout sources.

• A special two-color, 12-page insert was published by the Raytheon Co. in the special I.R.E. Show issues of **Electronic Design** and **Electronics** to consolidate the company's various sales messages and improve recognition.

• A new farm quarterly supplement, **The Mid-South Farmer**, has been launched by the **Commercial Appeal**, Memphis. The supplement was developed to serve the varied farm interests of its subscriber families throughout the 93-county circulation coverage area of the *Commercial Appeal*.

• The **Chicago Tribune** will publish a separate spring juvenile supplement to its weekly *Magazine of Books* section on May 14. Contents will include reviews of outstanding current books for boys and girls in all age groups.

• **WPEN**, Philadelphia, is airing editorials devoted to political and social problems of the air. In an effort to stimulate business, station personalities have been delivering specially prepared messages urging consumers to take advantage of big savings resulting from the recent snowstorms.

• On Feb. 14 the **Pontiac Press** wrapped 8,000 of its copies in polyethylene wrappers and three weeks later, repeated the services on all 61,000 copies of its daily editions.

• Papert, Koenig, Lois Inc., has received a special award from **WQXR**, New York, in recognition of its "unusual, imaginative and effective use of radio advertising on behalf of Dilly Beans." The station has given only two other awards in its 25-year history, the first in 1957 to Sinclair Refining Co. and the second in 1958 to Chase Manhattan Bank.

• The **Chicago Sun-Times** and **Chicago Daily News** will publish special men's fashion supplements in April in cooperation with magazines specializing in the field. The *Sun-Times* supplement will appear April 23 and the *Daily News* supplement on April 28. The two newspapers will also publish spring home preview sections in April in support of the "home promenade" promotional theme, reminding readers that these sections give them thorough information on where to go to see the best home buys. The *Sun-Times* sections will appear April 30 and May 7 and the *Daily News* sections will appear April 28 and May 5.

• **WRCV** and **WRCV-TV**, Philadelphia, has reprinted a series of original sketches of Philadelphia scenes and are sending them to 4,000 advertisers and agencies. The sketches were created especially for a series of WRCV radio announcements.

• The American Assn. for the United Nations has presented **Holiday** a special award for its "outstanding series of articles about UN activities in raiding the economic, social and cultural standards of mankind."

• **KTTV**, Los Angeles, and Arrowhead & Puritas Distilled Waters, Los Angeles, have launched a tie-in campaign. The station will air spot announcements for Arrowhead, and Arrowhead, in return, will include KTTV program promotion as an integral part of its labels on all 5 gal. bottles delivered to its home customers and on all its delivery trucks.

• **America Baby Magazine** is being featured twelve times a week on **WGLI**, Long Island, in a series of one-minute featurettes on child care, "Bringing Up Baby."

• **Katz Agency** sent a St. Patrick's Day suggestion to all stations it represents to identify themselves on the air that day with a special ID slide saying, " 'Tis Channel O'4 you're watching."

• The **Commercial Bulletin**, Los Angeles, marked its 75th anniversary with its March 10 issue.

• "Television & Modern Marketing," a 38-page booklet summarizing the principal reasons behind television's growth and effectiveness as an advertising medium, has been published by **NBC Television Network**. Additional information may be obtained from NBC Television Network, 30 Rockefeller Plaza, New York 20.

• Public service announcements are being aired by all radio stations in Chattanooga urging local citizens to boost their local chamber of commerce.

• **Department of New Laurels:**

Popular Science reports circulation for the last six months of 1960 was 1,277,352, compared to 1,261,989 in the same period the previous year.

Progressive Grocer carried $2,015,085 of advertising revenue in 1960, a gain of $30,677 over the previous year. =

THE S.E.P. SHORT COURSE

SOS

Sullivan, Ogilvy, Strouse — an improbable advertising agency even in these days of P.M. (profit margin) difficulties and resultant A.M. (agency mergers).

APX

Ad Page Exposure — the first and only media measure that tells how many times readers see the advertising page that an agency creates. Your best measure of media effectiveness.

Get the facts on APX from The Saturday Evening Post.

MOODY MONTHLY "INVITED" SALESMAN

with the TWO-WAY REACH

IN CONSERVATIVE PROTESTANT CHURCH MARKET

1 **MOODY MONTHLY "SITS DOWN"** in 100,000 homes each month . . . bringing your sales messages to more than 280,000 *receptive* readers.

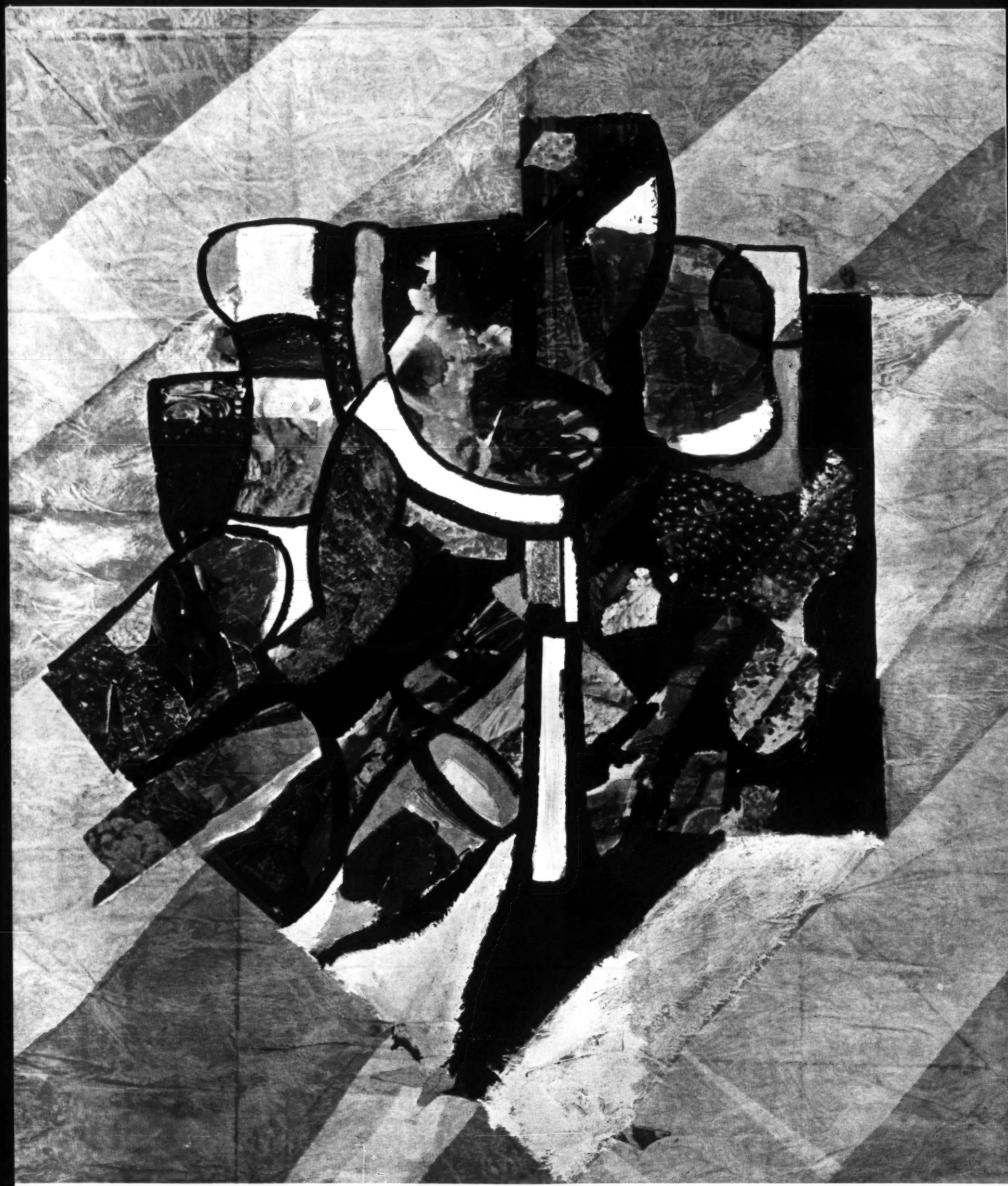
2 **M/M ADVERTISERS ARE "IN"...** when buying decisions are made in more than 60,000 growing, aggressive conservative Protestant churches.

CALL OR WRITE TODAY FOR YOUR FILE COPY OF NEW BROCHURE WITH MEDIA FACT SHEETS ON M/M's TWO MARKETS

LAWRENCE ZELTNER
Advertising Manager

MOODY MONTHLY
the influential magazine

PHONE MI 2-1570 • 820 N. LA SALLE STREET • CHICAGO 10



The modern food manufacturing industry—pushbutton chef to 180 million Americans—seethes with the excitement of new ideas in processing, packaging and marketing. **Food Engineering,** one of 19 outstanding Chilton business magazines, reflects this progressive spirit in a way food manufacturing men appreciate. **CHILTON COMPANY,** Chestnut & 56th Sts., Phila. 39, Pa.

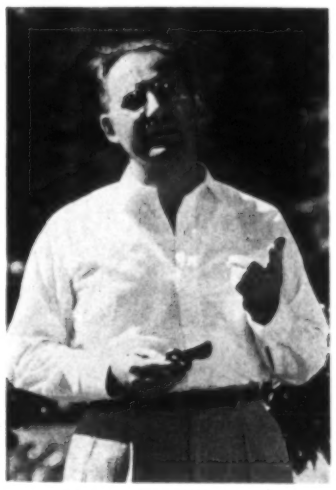
EXPERIMENTER—*John James finds relaxation in causing plant mutations by radioactivity.*

Versatile Adman . . . John James

JOHN JAMES, director of radio, tv and film of Fuller & Smith & Ross, Cleveland, has an "atomic" avocation, which combines physics with plant science.

He uses the by-products of atomic energy to grow special varieties of flowers, shrubs and trees. After work you are likely to find him heading for one or the other of his two farms in Cleveland's suburbs. Aided by atomic radiation, Mr. James seeks to develop new forms and qualities in his roses, cherry trees, day lilies, mock oranges, peonies, various shrubs and other plants.

Mr. James buys vials of radio-active isotopes (at $10 per small vial) from the U.S. atomic lab at Oak Ridge, Tenn. He introduces the material into the flower or tree bud with an eye dropper. The "bombardment" causes mutations, some with amazing results.



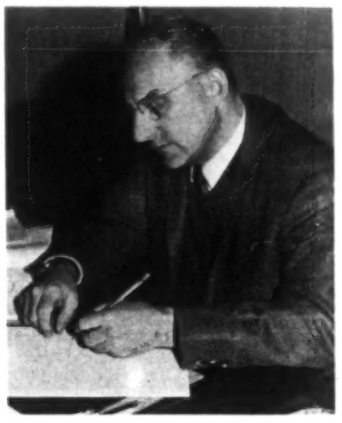
TECHNICAL POINT—*Mr. James explains the process of atomic mutations.*

The 47-year-old adman, who is married, has two children and has been with the agency 15 years, has developed some sweet cherries about the size of a plum. But there are problems, too: The skin usually does not stretch to accommodate the size, and the cherry is likely to crack.

■ The hobby is a "tremendous challenge" to Mr. James, especially his efforts to produce a yellow African violet. "There's been a search on for a yellow variety for a long time," he said. "First, you cross the flower with a near relative, to get a yellow strain, and then follow it with bombardment. By the method of elimination, you try to come up with the gene that is dominant and control the yellow color." So far success has eluded him.

Mr. James has been working for 10 years in this field. When he first began, he used radium scraped off the dials of cheap watches to get the minute quantity of radio-active material he needed. Later, he began buying his materials from Oak Ridge. The radioactive substances are stored in a small concrete structure on one of his farms.

RESULT—*The plant is a red floribunda rose bush, but the blossom on lower right is pink.*



AT WORK—*In his office, Mr. James devotes his attention to tv script.*

With a view toward the future—and to moon travel—Mr. James is also working on the problem of lunar food. "We can subsist on pills for a time, but green plant foods will be essential on the moon for bulk and to prevent beriberi," he believes. That's one of the reasons why he is also experimenting with growing plants in airless bell-jars. #

Ads Must Be Anonymous to Do Job: Copeland

TACOMA, March 14—Anything that interferes with a selling message, including personal publicity for the person who writes or designs it, destroys the effectiveness of creativity in advertising, a Seattle agency executive said here last week.

Sidney Copeland, vp in charge of creative services for Cole & Weber, said personal publicity, and the attention it focuses on individuals in advertising, often has been mistaken for creative advertising. Mr. Copeland spoke to the Tacoma Advertising Club.

"Creativity in an advertising agency doesn't depend upon the quality of a typewriter or the cost of an artist's brush," Mr. Copeland said. "Creativity is a mixture of talent and experience.

■ "It isn't enough that ideas be fresh and compelling. They must be practical so that in the final test they cause the gratifying jingle that results from a clerk's finger being pressed to the key of a cash register," he said.

"It is unimportant *who* wrote the copy, designed the layout or drew the finished art. There need be no by-lines in advertising—because what you did yesterday isn't important. The most important criterion of any ad—creative or not—is whether it worked. Whether it sold," he added.

The reputation of an individual for being a creative person is no guarantee that the advertising he produces will work, Mr. Copeland said.

"This applies not only to individuals, but to whole groups of people—agencies, art studios, tv producers—as well. We are inclined to buy reputation first—what else does one have to go on?

■ "But whether we bought wisely and well cannot be proven until the votes have been cast and the polls have been closed—not until the advertising is off and running, and the customers are either buying or ignoring our message," he told the group.

Creative advertising cannot be measured by the cleverness or brightness of copy and illustration, Mr. Copeland said. It must be measured in terms of how well it works with the total marketing program of an advertiser.

"What works today for one advertiser won't work for another. It may not even work for the same advertiser a year from now. Bright and clever—and, using an often misapplied term, original as it may be—the message may be out of character and meaningless."

■ Mr. Copeland charged that many advertising people seek their reputation outside their field, which, he said, is the continuing production of advertising that works.

"There is a vogue to point to the man or the group that has turned out something clever—not necessarily resultful—and call it creative. This then, through publicity, establishes a mark for someone else to shoot at.

"Others find, however, that they are not shooting at whatever results the advertising achieved, but rather at the reputation of the individual or group who produced it," he said. "They try to out create the creative—to become more clever than the cleverest—to outshine the brightest—not in their work, but in their publicity.

"The result is an increasing clamor for attention pegged to wrong values," he continued.

Mr. Copeland said the measurement of creativity in advertising should include these criteria:

1. Does the campaign meet some realistic objectives?
2. Does it work as part of the total marketing program?
3. Is it believable?
4. Does it help sell the product?
5. Does it represent the wisest expenditure of the advertiser's funds?
6. Does it bear repetition?

"The greatest mistake is to abandon a working campaign because the advertiser or the agency is tired of it. Good advertising can pass the test of repetition—because good advertising does a job that doesn't stop with one insertion or one schedule. It's the day-to-day job of selling the products America produces," Mr. Copeland concluded. #

Armour Sets Oscar Contest With $100,000 in Prizes

A consumer sweepstakes offering $100,000 in prizes is being sponsored by Armour & Co., promoting Dial soap and Liquid Chiffon and using Hollywood's Academy Awards as the theme. To publicize the contest, named "Predict the Oscar Winners," the company will mail out 22,000,000 Dial and Liquid Chiffon coupons with entry blanks to homes throughout the U. S. during the week of April 3.

Winners will be chosen on the basis of a blindfold drawing. Customers will win prizes even if they don't predict the Oscar winners correctly, but they will earn cash bonuses if they do name the same actress, actor and movie as the Academy judges. Grand prize will be up to $25,000, if all three Oscar winners are predicted; second prize, up to $9,000, if all three winners are correctly named. Up to $66,000 in additional cash and merchandise prizes will be distributed.

Uptegroove Joins Quan-Tech

Neil Uptegroove, formerly manager of advertising and sales promotion of Tung-Sol Electric, Newark, has been named advertising and marketing manager of Quan-Tech Laboratories, Boonton, N. J., maker of transistorized power supplies.

Eisner Adds Account

Industrial Combustion Inc., Milwaukee, manufacturer of HEV. E. oil burners, has appointed William Eisner & Associates, Milwaukee, to handle its advertising. Klau-Van Pietersom-Dunlap formerly handled the account.

FREE-WHEELING CITY OF BRAINS AND BRAWN

Detroit . . . The Motor Capital. Birthplace of mass production. City with an infinite genius for mechanical "know how," for making anything-on-wheels better than anywhere else. The men in the drivers' seat? *Business Week subscribers . . . inheritors of a great industrial past, progenitors of a greater industrial future.*

A lithographed reproduction of this paper relief cut, "8-Cylinder Engine," by Edmond Casarella, size 22" x 15", is available when requested on your business letterhead.

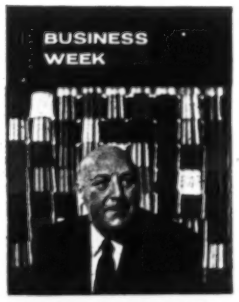
E. Casarella

Detroit is pulsing with new business diversity. Its economic underpinnings are bedrock solid. Pick a few at random. General Motors Corporation (1044 Business Week subscribers), Bendix Aviation Corporation (310), Fruehauf Trailer (104) are titans of American transportation. Probe deeper. You'll discover that Detroit also produces drugs, office machines, copper, steel and tires. The city's big. There's room for more.

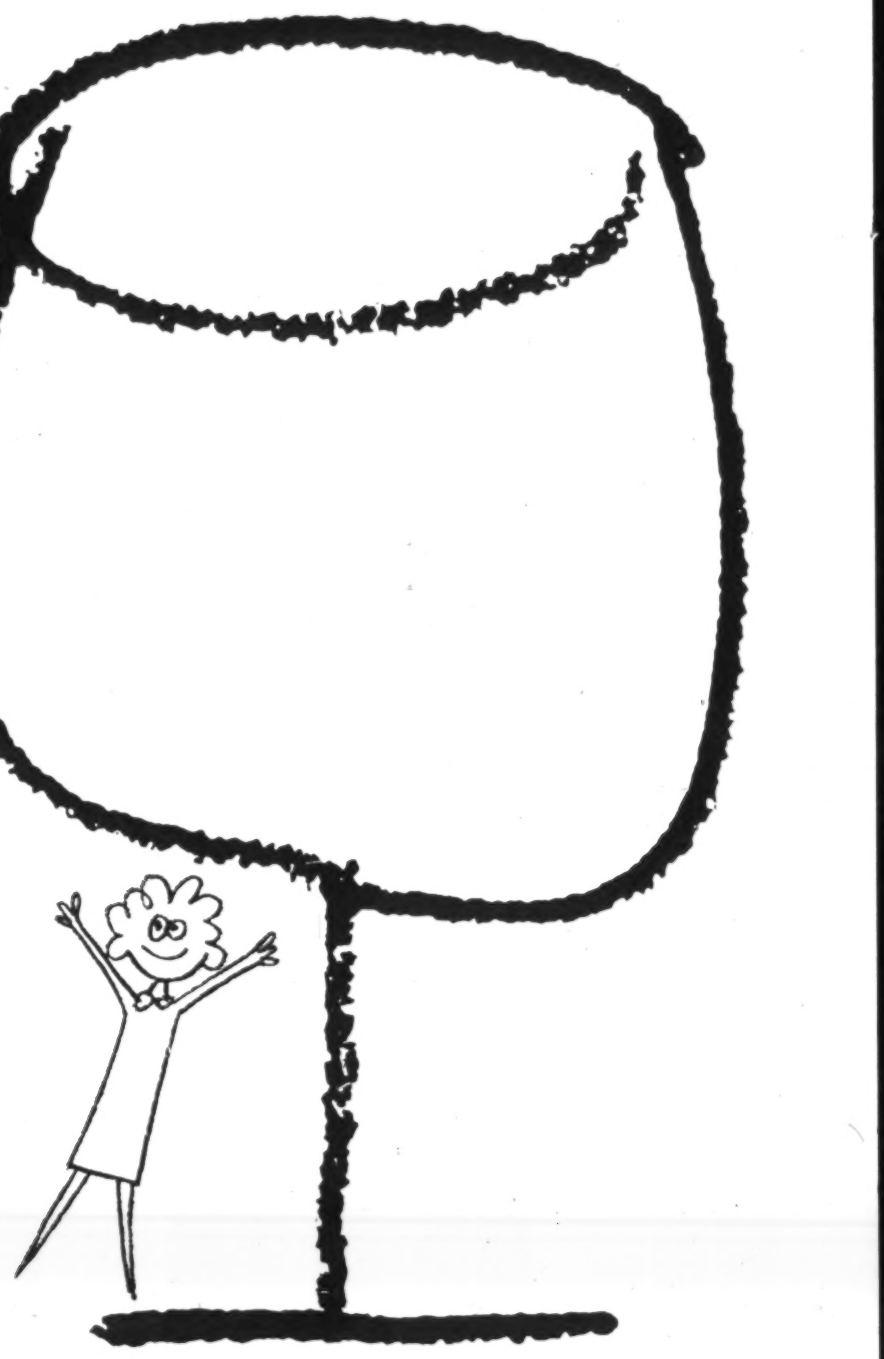
Business Week is the trusted economic barometer for this city of brains and brawn. It's here every week with fast, accurate business news and unbiased views to help guide management in shaping dynamic Detroit's future.

Your advertising in Business Week is news here, too. For Business Week directly reaches Detroit's industrial heart . . . the men in charge.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.



A Casual Answer to a Cordial Question

The *question* was not an unusual one for an advertiser and its agency to ask, "How can we promote our product in a way that will be particularly appealing to women customers?"

It's *whom they asked* that made all the difference. For in the belief that women have a strong influence on the buying of cordials, Hiram Walker and its agency, C. J. LaRoche & Co., could have gone to a dozen logical places—but instead came to SPORTS ILLUSTRATED.

The answer was almost immediately forthcoming. SPORTS ILLUSTRATED first consulted the McMullen Company—manufacturers of quality womenswear. McMullen's response was the Cordial Casuals Collection—of shirts, skirts, blouses and shorts based on the colors of four Hiram Walker cordials—Creme de Menthe, Blackberry Brandy, Creme de Cacao, and Apricot Brandy.

C. J. LaRoche swung into action with a 4-color campaign featuring both cordials and casuals to run in SPORTS ILLUSTRATED. The Cordial Casual Collection was formally introduced to the fashion press (350 editors) at a special party at the skating rink in Rockefeller Center. McMullen featured the casuals in its Spring 1960 showing for out-of-town buyers. More than 150 department stores and specialty shops added the collection to their regular line.

For the stores who featured the Cordial Casuals, SPORTS ILLUSTRATED designed a variety of in-store display materials in the cordial colors. For Hiram Walker distributors, SPORTS ILLUSTRATED staged a series of fashion shows, of all things, in the middle of their sales meetings. Displays went up by the carload in virtually all of Hiram Walker's major retail outlets.

Result of the campaign was almost a foregone conclusion. Wrote Ross Corbit, President of Hiram Walker, "*Even if we had written the whole show ourselves, we could not have come up with a happier ending. Our national cordial sales have shown phenomenal increases (on top of our steady year-after-year sales gains). We extend our appreciation to* SPORTS ILLUSTRATED *for an outstanding performance.*"

And to cap the climax, EDGAR Awards (from the Ed Gibbs Liquor Industry Newsletter) went to Hiram Walker, C. J. LaRoche, and McMullen for "Best Merchandising and Advertising Tie-In Program of 1960."

It all goes to show once again that active people make active markets. SPORTS ILLUSTRATED, because it is the kind of magazine it is, helps to produce an active response to advertising in it—and because sport is one of the most merchandisable subjects of all, the combination of SI-advertising and SI-merchandising is well-nigh unbeatable.

P.S. The Cordial Casuals Collection, incidentally, was a sell-out too.

Sports Illustrated

Advertising Age

Feature Section

Railroads at the Crossroads

CM Gets Vocal About Oral B

Fewer, Better Commercials—McMahan

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

How Well Are We Selling the World's Best Account? . . .

U.S. Propaganda Needs a 'New Frontier'; Soviet Challenge Calls for More Aggressive Counter-Strategy

What appears here is somewhat out of the ordinary for Advertising Age pages. We present it, and recommend its careful reading and study, because we believe it is an extremely competent and thorough-going analysis of U. S. information and propaganda efforts—their strengths and weaknesses vis a vis those of the Soviets—and because we believe that every advertising man should not only be informed on this subject but should take an active interest in improving our performance.

The author is a Los Angeles agency man of long standing with an abiding interest in propaganda and the cold war. He and Mrs. Mayers have been abroad five times within the past eight years, visiting all continents as tourists, "but always with my interest in propaganda uppermost." He became affiliated with the U.S.I.A. Executive Reserve three years ago, and he and Mrs. Mayers have for several years conducted an extremely successful "people-to-people" project, designed to increase the flow of American magazines to the Far East.

As a public service, Advertising Age will make copies (up to 10) of this discussion available to readers without charge. They are, we believe, eminently suitable for mailing, with a covering letter, to congressmen and senators, among others.

By Henry Mayers
President, Davis, Johnson, Anderson & Colombatto, Los Angeles

Somewhere not too far down on the new administration's list of urgent priorities, is the propaganda challenge. Enough has already been written on this subject by specialists in military affairs, geopolitics, sociology and related fields to fill a small library. But few have discussed propaganda from the viewpoint of people in the advertising business. To such, a logical approach might be "an appraisal of the competition."

The World's Largest Advertising Campaign

It is estimated that the Soviet Union's worldwide propaganda machine directly or indirectly employs about 500,000 persons to sell its bill of goods to the world. This colossal organization operates on a round-the-clock and round-the-calendar basis in every country of the free world, and behind the iron curtain as well. A substantial percentage of its personnel is located in communism's promising "markets" of Asia, Africa and South America.

The international advertising campaign they conduct has little in common with any other advertising undertaking. It is similar, however, in one aspect. Like other huge campaigns, it is very expensive. It requires not only a well disciplined and well positioned personnel, but vast sums of MONEY. The total annual expenditure exceeds two billion dollars.

■ Much of this "world's largest" appropriation is raised from the over-exploitation of enslaved masses, from the Baltic to East Germany. One reason why an East Berliner works harder than a West Berliner but earns less is the fact that part of what might have been his take-home pay goes to the Kremlin and helps pay for Soviet propaganda. More rubles come from profits from a vast network of industrial and commercial import-export companies operated in the free world by communist auxiliaries. And in those democratic countries where a communist party is strong, additional propaganda revenues are raised through the systematic looting of such institutions as labor unions and municipal governments.

The Marketing Strategy

The most important market-maps hanging in the Politburo conference rooms of the Kremlin are those of Asia, Africa and Latin America. If the communist drive can succeed in those areas, Europe will fall in line, too. Then America would succumb with the civilization of which it is a part. The communists believe this can happen, and that their time-table is being fulfilled. That's why Mr. Khrushchev was probably sincere when he told Americans, "Your children will live under communism." His prophecy seems a little less preposterous, when one approaches it via Asia, Africa and South America.

The communist drive is making progress in those continents, in two directions. One is the actual conversion of people to the communist ideology, through seductive propaganda that plays on the hopes and passions of the masses. Political activity in the other direction avoids ideological labels, yet gains effective control of key politicians who are rising to power, while protesting they are not communists.

Cuba is just one example. Castro may fall tomorrow, but communist political conspiracies never quit. New red-manipulated leaders will gain mass followings in other parts of Latin America, in Southwest Asia, in India, in the Near East, in Africa. This will continue as long as it is the communists who make the strongest appeal to the minds and hearts of the masses in the developing countries.

Henry Mayers

How We Meet the Competition

What about the counter-appeal of the West? It is weak. It is inadequate. Even where our counter-propaganda effort seems ample, it is often irrelevant to the immediate self-interest of its target audience. The West's propaganda war with communism is a pretty one-sided affair, with our side the losing side.

This is not directly the fault of those who operate the U. S. Information Agency. On the whole, that agency's 3,000 employes in the U. S. and the 1,000 Americans serving it overseas are as capable and dedicated as the staff of any other government agency. Extensive observations abroad lead me to believe they are considerably more so. Responsibility for our propaganda weaknesses and failures goes deeper. It must be jointly shared by our State Department and Congress. The Information agency is not invited by the State Department to consult on decisions seriously affecting the U. S. propaganda posture. In State, the USIA is regarded as a mere publicity service, and it can only wring its hands, in an agony familiar to many a pr man, when its "client" adopts foreign policies without full awareness of their propaganda implications.

Congress has been arbitrary in a different way. Many congressmen do not fully understand the propaganda challenge. They insist on confusing propaganda with "information." They support only the latter, and that grudgingly. Information about the U. S. is as different from counter-propaganda as a rear line field kitchen is different from a front line raid.

No Reappraisal of Strategy

The U. S. government has bent every energy to keep up-to-date in the techniques of shooting wars. We spent billions for bombers, then, reappraising our security needs, we switched to missiles. More billions for missile bases, and then, for more security, we added Polaris-firing submarines. As arms technology has advanced, we have shown no hesitancy in discarding the old for the new, because we are determined always to be in a position to effectively deter any communist military aggression.

When it comes to deterring enemy propaganda aggressions, our determination evaporates. We continue to operate an information agency whose methods have hardly been changed and whose operations have hardly been enlarged in a decade. Each year, a "peace-time" appropriation of unpredictable size is made by a congress that since 1948 has never

REACTION TO LEBANON—*This colorful Soviet women's magazine came off the presses shortly after U.S. troops were landed in Lebanon at the government's request. A special insert (right) was hurriedly prepared by the Communists, reading, in part, as follows: "American troops have invaded the Lebanon and Jordan situated thousands of miles from the United States. Preparations are in progress to attack the Republic of Iraq and other Arab countries. The interventionists are attempting by force of arms to enslave the Arabs, crush the national liberation movement, and continue the plunder of their national wealth. There is a mounting wave of anger in all lands, for the peoples cannot be indifferent witnesses of aggression. We Soviet women are seething with indignation at the colonialist intervention in the Arab East."*

undertaken a serious reappraisal of either our propaganda policies or our propaganda weaponry. These obviously must be evaluated in some relation to the operations of the enemy. When this is suggested, the idea is usually waved aside with the righteous phrase, "We don't want to fight a propaganda war the way the Kremlin does." True, we don't have to fight in the same way the Soviets fight. But we do have to put up a real fight in our own way.

Just what is "our own way"? What are our policies? What are our objectives, and how do they relate to the objectives of our adversaries?

Their Objectives and Ours

There is no mystery about world communism's objectives. Its determination to destroy us and put the entire free world under totalitarian rule was well known long before it was recently reaffirmed during three weeks of ideological discussions and cold war strategy planning by communist leaders from 80 countries. "When did western statesmen last spend three weeks together, thinking out their ideology?" a NATO nations diplomat queried after the recent Moscow meeting. "Normally their meetings are crammed into three days, and most of the time is devoted to considering how to react to something the communist bloc has already done . . . This reluctance to come to grips with ideology has been one of the most striking characteristics of the western nations since the war."

Day-to-day improvising of policy, and reluctance to take the long view have probably ended with the arrival of a new administration in Washington. Secretary of State Dean Rusk is quoted as saying, "If we expect to come on target in the present, we are going to have to aim at the future." Taking such an aim at the future will no doubt require the laying down of very specific long range objectives for our propaganda warfare.

■ It won't do simply to define our long-range objectives in such worthy generalities as "defeating communism," or "winning the cold war," or "liberating satellite slave-states." We need step-by-step objectives, and a time-table.

Whatever the future targets, the U. S. must continue to negotiate with ruthless adversaries. We must enter such negotiations always with extended hand and untiring effort to improve relations, even though we know they cannot be persuaded to abandon their dedication to our destruction. We know we face protracted warfare on the propaganda and other cold war fronts . . . a warfare that will not be ended "in the first 1,000 days, nor in the life of this administration, nor even, perhaps, in our lifetime on this planet."

Objectives One and Two

A realistic "first-step" counter-propaganda objective is the halting of the threatened expansion of communist control in Free Asia, Africa and Latin America. On those continents there are no less than 90 free nations. No attempt will be made here to suggest how we might attain the first objective of securing all those free nations against further communist aggression through vigorous, imaginative and adequately financed counter-propaganda undertakings. Our success depends not merely on better "made in U.S." propaganda strategy, but in our extensive employment of thoroughly trained citizens of those 90 nations, who would be fighting the propaganda war in behalf of their own countrymen and the entire free world. There will be no lack of manpower, ideas, methods or money, once the U. S. develops *the will to act.*

The above objective might be gained within the next several years. A second, longer range objective is a gradual shifting of the policies of Soviet leadership to a greater concern with the internal welfare of the Russian peoples, and a correspondingly less aggressive concentration on political subversion of free world nations. We must do more than wait and hope for such a possible shift. It could surely be expedited by skillful and persistent propaganda strategy that widens and intensifies the cleavages between what the Russian people want most and what the present rulers in the Kremlin want most. This is a realistic propaganda objective, for the free world even though many Russians in Soviet industrial areas have no strong sense of conflict with the Kremlin, at present.

Kremlin Psychological Weaknesses

After observing Moscow's many schools of propaganda a few years ago, William Benton stated that propaganda is Russia's biggest industry! It is a gigantic activity internally as well as externally. To be kept quiescent, the Russian people must continually be reassured of the Soviet's international righteousness, of the communist destiny to rule the world, of the inevitable decline of the West and of its desperate determination to wipe out the Russian people with atomic bombs. By thus playing alternately on Russian national pride and national fears, the Kremlin has thus far been able to partially conceal its basic conflict with the well being of the Russian people.

But the Soviets' 40-year-old effort to convert Russian humans into bio-chemical state tools that can be mass manipulated and controlled, hasn't succeeded. They are still human souls with material and spiritual needs. In conflict with their human desire for higher living standards is the Kremlin's policy of diverting a large part of the national industrial potential to armaments. In conflict with their human desire for communication with the West is the Kremlin's rigid controls on travel, on reading matter and on broadcasts from beyond the iron curtain. In conflict with their spiritual yearnings is communist atheism. In conflict with their desire for peace and friendly relations and their natural instinct to like America, is the Kremlin-induced state of mental war, fear and hatred.

■ Despite age-old Russian nationalist aspirations, communism's world-revolutionary objective is not a natural one to the Russian people. The Czars were interested in the Dardanelles, but not in Guiana or Cuba. The Kremlin has had Slavs massacred as freely as Baltic peoples or Hungarians. Russia just happens to be the headquarters for a communism that is basically as anti-Russian as it is anti-American. The Kremlin Old Guard have been revolutionists all their lives, they know little else, and are not particularly good at anything else. They thrive only in an atmosphere of conspiracy and conflict. Who can say that the progress in the arts of peace a great Russian people has made under their rule wouldn't have been even greater, if the Bolshevik had not overthrown the non-communist government that succeeded Czarism?

These are viewpoints that it is within the power of an enlightened and aggressive western propaganda policy to nurture in Russian public opinion, over the next decade. Once established, they cannot fail to influence eventual Kremlin leaders. Particularly if their predecessors had failed to make any more progress on the Asian, African and South American continents than in Western Europe.

The 'Liberation' Objective

The ultimate western objective is the total defeat of communism as a world-revolutionary movement, and the liberation of enslaved states. A determined America seeking that objective will still retain its national characteristic of impatience in international matters. Because of our urge to "get the job done," there would not be satisfaction in all quarters with a cold-war propaganda objective that merely aims at shifting future Kremlin policy to "Russia First." This may appear to be little more than a compromise.

On the contrary, that objective is revolutionary. It leads to a Kremlin leadership sincerely interested in accommodation with the West, after decades of the reverse. A Russian generation in reasonable contact with U. S. capitalism must discover that the Marxian charges of labor exploitation and the Khrushchev charges of colonialism are applicable only to totalitarian communism. That can be the beginning of its end. Such an end is what western leadership should start predicting tomorrow, as frequently and as confidently as Khrushchev and Mao predict our doom today.

■ A pro-Russian trend in the government of Russia can be followed by a pro-Hungarian government in Hungary and similar developments in all slave states. Not through voluntary or evolutionary processes in Europe, but through the dynamics of a relentlessly prosecuted propaganda war by a western leadership fully aware of its role as champion of freedom everywhere. That role must be pursued with vigor, not merely because it is a promising long range propaganda policy, but because it is our national destiny, regardless of expediency. Only in that role do we have an appeal to the minds of men, before which the adversary is bankrupt.

When President Kennedy's State of the Union message expressed the hope that

PAGE TEN

A close-up of inhumanity

NEW STUDY OF THE WHITE TRIBALISM PRACTISED IN MODERN AMERICA

THE PEOPLE THAT WALK IN DARKNESS by J. W. Schulte Nordholt (Burke, London. Illustr. 18Sp... Bibliog., Index 30s.

by THE BOOKMAN

"I HAVE intended (my book) to be a history, not only of the negroes of the United States of America, but a microcosm of the whole of mankinda' long and bitter struggle along the road to a better future. ..."

I confess that except circumstantially the philosophical theses Dr Nordholt proposes is neither particularly cogent nor clearly argued. If it be that the peoples of the world universally walk through the darkness of a hostile environment towards a constantly broadening light, this is a truism that hardly requires enlargement.

Besides, the way the negro has had to travel in America can hardly be claimed to be typical of the pilgrimage of

1838 In the Charleston Mercury of December 18th 1838 a girl of twenty years of age is offered. She is very prolific in her generating qualities and affords a rare opportunity for any person who wishes to raise a family of strong and healthy servants for their own use."

1849 An example from a Kentucky newspaper read "I wish to sell a negro woman and four children. The woman is twenty two years old, of good character, a good cook and

brought out in the course of Dr Nordholt's inquiry.

Indignation

An instance are so given to studying other nations as slightly sensational as a topical phenomena that it is a little startling to find their society, for once the object of similar scrutiny. They do not emerge from it with very much more dignity than the natives of New Guinea some of whom are head hunters the natives of Afghanistan some of whom are socially backward or of Ceylon (some of whose politicians are dishonest) some of the natives of America are murderers, bigots and crooks—while still more of them an impressive number believe that the terms are inapplicable when the victims are merely their coloured fellow-citizens.

From this point of view alone Dr Nordholt's book is valuable. It is also valuable as

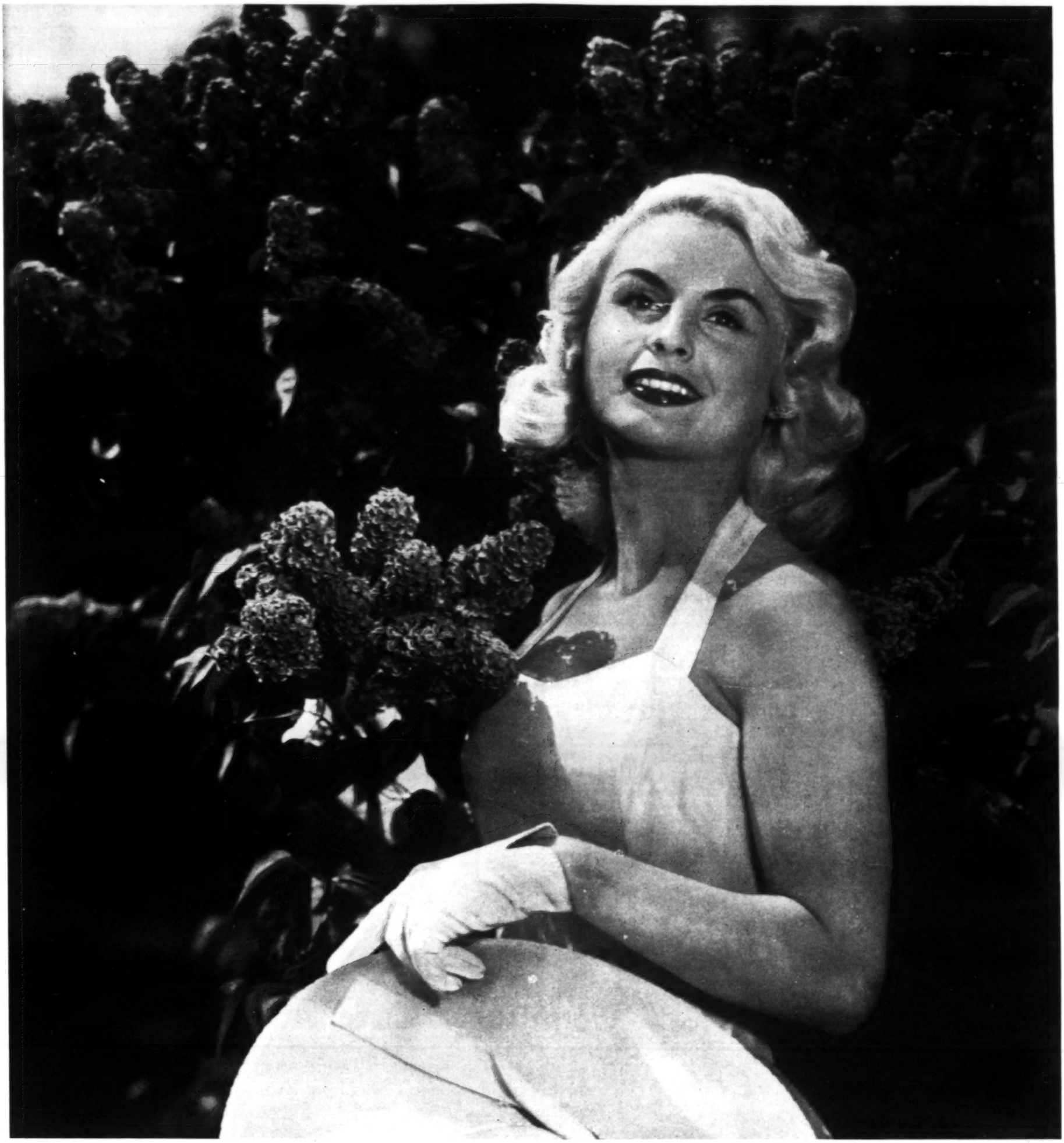
Negroes themselves. The hero of this book which did so much for the freedom of the Negroes, became synonymous with an attitude which they despised. An Uncle Tom is a Negro who flatters the white man—a white man's nigger—and so Uncle Tom is the term used to indicate such servility."

Lynchings

1944: "Opinion on the number of post war lynchings very greatly. With regard to pre-war lynchings Dr Nordholt estimates. According to the most modest estimate, more than 3,000 between 1882 and 1930 ... There is the case of the Negro veteran, Isaac Woodard, who was honourably discharged from the forces in February 1946 after four years of service, fifteen months of which had been at the front. He travelled by bus from Georgia to South Carolina, and got into an argument with the driver, who fetched the police. He was locked up in the local prison, where he was maltreated to the extent of a policeman thrusting a rubber truncheon into his eyes, he was blinded for life. The case caused much commotion and $70,000 was collected for him at a mass meeting in New York. However the perpetrator was not punished he had acted in self-defence."

1947: "Monroe, Georgia."

AN ASIAN VIEW OF US—*Book reviewer for The Ceylon Times, a "rightist" newspaper, published in Colombo, devoted three full columns to unrelieved condemnation of American treatment of dark-skinned people. The marked sentence reads: "Some of the natives of America are murderers, bigots and crooks—while still more of them, an impressive number, believe that the terms are inapplicable when the victims are merely their coloured fellow-citizens." Such journalism, plus imported U.S. sex-and-violence pulps, comics and films, create an image of America that can only partially be erased by limited U.S. Information Service efforts.*



A few flowers for the SKILLionaire's lady

Every spring, in Rochester, N. Y., the SKILLionaire sets aside for his lady 15 solid acres of very special flowers.

It's a bounteous bouquet. The SKILLionaire and his lady name it the Spring Lilac Festival and share its beauty with tens of thousands of tourists each year.

It's typical of the SKILLionaire—the man on the street in Rochester, a skilled worker in one of the city's precision industries. He does everything in a big way.

For instance, he brings home a pay check considerably bigger than the national average. The SKILLionaire's family has an average annual spendable income of $7,172.

He owns his own home. Seven of 10 Rochester homes are owner-occupied.

He tries new activities, new products. He makes Rochester an unusually successful test market. Ask Dowgard, Alpine and Minute Maid —they tested new products here, effectively.

We know the SKILLionaire well. Almost every family in metropolitan Rochester buys and reads one or both of our newspapers every day. For complete information on this unusual market, write National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, Detroit, San Francisco.

eastern European nations would be liberated, the Soviet press, ever sensitive to such references, countered with the lame defense that "the people themselves elected their present path of development." Little harm was done to Soviet prestige by that single Kennedy mention. But the U.S.S.R. would be hopelessly on the defensive if western leaders were to repeat that hope for the enslaved peoples week after week, for months and years, coupled with demands for free elections in satellite countries.

■ There will always be the temptation to forego such forthright adherence to U. S. principles in our propaganda, for the seeming expediency of a softer line. For instance, for the hope that the behavior of Red China may some day force the U. S. and the U.S.S.R. together as allies. That possibility and a dozen others might justify a non-aggressive counter-propaganda policy, if there were no higher guide to U. S. policy than expediency. Even if an infallible crystal ball predicted a Soviet-China split tomorrow, our nation should not today shrink from voicing the principles that have given it its birth, its growth and its greatness. They are principles that must some day liberate even the enslaved Chinese.

Present Misconceptions

To make a start towards thus turning the tide in propaganda warfare, our government must take that warfare as seriously as the enemy does. Too many western leaders have been lulled into belittling such warfare with the phrase, "After all, it's only propaganda." To this a French authority on Soviet word warfare has replied: "This is a most deceptive and dangerous way for us to seek to reassure ourselves, for, with the Soviets, it is just when propaganda is involved that things really become serious . . . That is why those who trample on public opinion in their own domain have no greater concern than to win it over in the other camp—while the democracies, who respect public opinion, abandon the field to enemy propaganda."

The United States government spends about $120,000,000 annually on what it considers its propaganda activity. This could hardly be called abandoning the field. That phrase seems more justified, however, when one analyzes U. S. Information Agency operations from the standpoint of their relevance to actual propaganda warfare.

The basic guide for U. S. Information Agency activities is Public Law 402, "an act to promote the better understanding of the United States among the people of the world, and to strengthen cooperative international relations." This Congressional directive specifically authorizes "the preparation and dissemination abroad of information about the United States, its peoples and its policy." Operating within that limiting scope, it is not surprising that the U. S. Information Agency efforts, in terms of actual propaganda warfare, are the despair of friends of America throughout the free world.

The American-Asian Educational Exchange, an organization whose members include many Free Asian leaders, last year asked a number of them their opinion of the job the U. S. Information Agency is doing in Asia. A summary report of the results of that survey reads, in part, as follows:

> "United States propaganda, if it can be called that, is kept on a high level, and concerns itself with either cultural pursuits or an exposition of society in the United States. Much of it is aimed at a small segment of the population. Above all, United States propaganda is hampered by what seems to most Asians to be its apologetic and weak tone. Where communist propaganda is aggressive, United States propaganda is passive."

■ When this report was released, it produced a new wave of home front criticism of the U. S. Information Agency. Typical was an editorial by the *New York World Telegram*, which expounded:

> "The average Asian doesn't give a hoot about hearing that the average American split-level home has two tv sets and two baths. But he does give a hoot about hearing what he has to gain by standing up for freedom instead of yielding to communist enticement or intimidation. That is what Uncle Sam's information specialists should be telling him—loud, clear and often."

'Know Your Market'

If the writer of that editorial were himself a specialist in propaganda matters, he would know that even the many millions of Asians who give a hoot about freedom, and who admire and love America, dislike being preached to by Uncle Sam's information specialists on the need to resist communist propaganda. If the Voice of America were to broadcast "loud, clear and often" about the danger of communist enticements, it would simply lose its listeners. Rightly or wrongly, most Free Asians imagine that they know enough about communism already. In any event, they don't want to hear more about it from the U. S., which they hardly regard as an objective source of information on the subject.

They do not consciously accept Moscow and Peking as objective sources of information about communism either. But they are less on guard when the communist enticements come from the lips of local labor leaders, land reformers and other native "patriots." Thus does communist propaganda influence the thinking of citizens of the emerging nations, and not only those on lower economic levels. Millions in Asia, Africa and Latin America believe the promises of a better life under communism, and the prophecies that the future way of life for all developing nations must be the communist way.

■ The greatest U. S. counter-propaganda efforts are concentrated in Asia. While Moscow and Peking propaganda glorifies communism to the Asian masses, the U. S. Information Agency tells them about life in America. Much of such U. S. Information Agency work is ably done. But it doesn't counteract the communist boasts. Paradoxically, it even tends indirectly to support them. For in a country like India, many will say of the American story, "They are trying to sell us on the superiority of the capitalist, free enterprise system, which may be O.K. for them, and to unsell us on the socialist type of society, which may be better for us."

This, of course, is the impression the Communists want the people of India and all other developing nations to get. It especially pleases Moscow and Peiping to have Asians, Africans and Latin Americans believe that nothing more is at stake than "competitive coexistence" between two systems of society. This implies that each system is sponsored by an equally legitimate government, equally approved by the people living under it. It diverts attention from the fact that no communist regime ever proved it could remain in power without the most rigid totalitarian controls. The concept that communist regimes are as legitimate as western governments is one that their propaganda ceaselessly seeks to establish in men's minds. To this end it employs a calculated strategy of which few of us are sufficiently aware.

LIFE IN RUSSIA—*This picture magazine, issued by the Soviet Union, is sold at slight cost and also occasionally given away free. The edition on the left is in one of the Sanskrit languages. This magazine is published in Russian, English, Chinese, Korean, Hindi, Urdu, Arabic, Viet-namese, Hungarian, Serbo-Croat, French, German, Spanish, Finnish and Japanese.*

'Legitimate' Infiltration of the Western Press

Hardly a day passes when U. S. newspaper editors and broadcasters do not devote considerable space and time to some aspect of the Soviets' social system, its economic and trade policies, its agriculture, industry, culture, sports, science, spacemanship or diplomacy. To a degree, these are logical areas of public interest in an adversary that is openly striving to "bury us." However, we do not fully appreciate how many of these Moscow pronouncements, reports and news leaks are manufactured simply in order to bestow on the government of the U.S.S.R. a continuing aura of legitimacy, thus distracting from the inherent illegitimacy of any government that must maintain itself by the suppression of those it governs.

Because of the constant flood of news about the legitimate activities of the Soviet government, the U. S. Information Agency is lured into acting as though the real propaganda issue between ourselves and the Soviets is one of industrial growth or spacemanship or cultural development. These are, indeed, issues in the cold war competition between the United States and the Soviet Union. But they are not sound propaganda issues to be raised in our overseas information programs.

Where is the Propaganda Battlefield?

That the U. S. does view economic, cultural, and scientific rivalries as propaganda issues is suggested by the last annual report of the U. S. Advisory Commission on Information, a five-man body that counsels the President and Congress on information policies. That report defines the communist challenge as follows:

> "It embraces science, space, scholastics and sports. It includes ideology and practices, economics and politics, trade and standard of living."

■ That official statement inadvertently omits reference to the MORAL challenge, the one and only challenge of communism that is truly global. It is the only challenge that equally affects every free world nation, and that personally concerns every religious or nonreligious human overseas who respects the concepts of human dignity advanced by Moses, Christ, Mohammed, Buddha and every other moral teacher of history.

If the issues of human freedom and human dignity are so submerged in the

FRIENDS (ALMOST) EVERYWHERE—*Red China's propaganda magazines like the China Pictorial stress three themes: anti-Americanism, Red China's industrial and social progress, and the idea that Red China is on very good terms with all the rest of the world, except "imperialist elements." The pictures in this spread show Chinese leaders greeting visitors from India, Indonesia, Burma, Soviet Union, Hungary, Bulgaria, Yugoslavia and East Germany.*

The strong bond existing between the people of Greater Philadelphia and The Evening and Sunday Bulletin is based on confidence in this newspaper.

Actually, The Bulletin *is* Philadelphia—in character, tone, expression and spirit. The pride which Philadelphians take in their favorite newspaper is a pride in that which is part of them.

You buy more than mere "space" when you buy The Bulletin. You gain a warm welcome into the homes of the growing seven billion dollar Greater Philadelphia market. You enjoy a unique acceptance in the pages of this newspaper because . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

thinking of those who make propaganda policy for the West, it is hardly surprising that our adversaries are so successful in pushing these issues into the background, and keeping them there. So confident are they that they have fully established a status of moral legitimacy in the world that Mr. Khrushchev, at the last United Nations assembly, crowed that "one billion human beings now live in nations that have taken the path to socialism." He was fairly confident that his U. N. hearers, who included not only delegates, but almost five hundred representatives of press and broadcasting media throughout the world, would overlook the fact that most of the billion he referred to live under a tyranny that they would overthrow instantly, if given the opportunity.

The Propaganda Battle in the U.N.

After having inspired U.N. audience riots whose offensiveness even topped Mr. Khrushchev's shoe pounding of last year, the Communists now come forth with characteristic peace proposals. As these words are being written, press dispatches from Moscow state: "The Soviet Union has called for an easing of cold war issues in the United Nations . . . Khrushchev has announced that the Soviet has enough H-bombs to wipe any enemy off the face of the earth." Thus, in a single day, Soviet propaganda calls on the U.S. to "end cold war tensions" and continues its own missile-rattling.

■ To round it off, Mr. Khrushchev magnanimously proposes that the Soviet will withdraw its U-2 and RB-47 charges, which already have failed of passage in the U.N., if the U.S. "in turn" will abandon references to Communist crimes in Tibet and Hungary. (Even the latter reportedly continue to this day, in the form of ruthless monthly executions of Hungarian freedom fighters, as they arrive at the age of 21.)

It would indeed be a great day if propaganda speeches and innuendos could be ruled out at the U.N. The likelihood of this happening on the Soviet side can be judged by the above Moscow dispatches. What the Kremlin strategists are now after is a new basis for crying "foul" and "breach of faith" the very first time any U.N. delegate makes any but favorable reference to the Communist bloc. On the other hand, it can safely be predicted that there will be but very brief and very slight reductions of the boastful falsehoods, pious accusations and aggressive threats that will issue from Soviet and satellite delegates in the very same breath in which they accuse the West of "creating cold war tensions."

■ Faced with this unpleasant likelihood at the next U.N. sessions, how might the U.S. policies differ from last year's? Then the deceptive Khrushchev boasts went unchallenged. And, during weeks of discussion of colonialism, only Philippine and Australian delegates put the Soviet record into unmistakable language. The free world nations as a whole have failed both in and out of the U.N. to challenge Communist falsehoods and pretensions with any degree of unity or determination or resourcefulness.

■ This failure has not been accidental. The latest Soviet appeal to "suspend cold war in the U.N." is but the latest of the many ways the Kremlin propaganda strategists have found to inhibit western leaders from touching on the undemocratic character of Communist regimes, the plight of Hungary and Tibet, or even such continuing items of news as the streams of East European refugees who daily risk the electrified barbed wire and land mines that separate them from freedom.

Silence Is Acquiescence

Commentators and columnists discussing East-West confrontations often justify the West's delicacy in these matters by saying "nothing is to be gained by trading insults." This seemingly highminded excuse has served the Soviets admirably. It suggests that the Soviet's frequent and violent propaganda charges against the U. S. are somehow less frequent and less violent than they would be, if we methodically chose to call the world's attention to the moral hypocrisy inherent in so many Soviet propaganda postures. According to a *Reader's Digest* article on the cold war, the U. S. State Department has for years been dominated by "the wistful belief that if we don't annoy the Reds, they are bound to see how well-meaning we are, and will stop harassing us."

■ The opposite practice of never letting the world forget the blunt truth about Red behavior would be "insulting" only in the sense that Jesus insulted the Pharisees when he referred to them as whited sepulchres. No great religious or moral leader of history ever hesitated to uncover an evil while proclaiming a truth. But some of today's free world leaders have been mesmerized with the notion that to be alert in exposing the Soviet's international frauds is poor strategy because "nothing is to be gained by it." On the contrary, everything may be lost if we neglect this duty to the free world. Unless the trend is reversed, more and more of the peoples of Asia, Africa and Latin America will continue to accept the Kremlin line that all capitalism is evil, and that communism is on the side of the angels.

STRENGTH THROUGH JOY—*A Red China youth magazine, organ of the International Union of Students. Although the headline shown is anti-U.S., the general content of this magazine shows Communist progress, boasts of Communist world acceptance and world friendships, and pictures life for youth under Communist rule as ideal.*

■ It will be recalled that for eight months after Hitler took his first steps into the Rhineland, there was relatively little military activity, and the whole period was referred to as "the phony war." The West was totally unprepared for the blitzkrieg that followed, despite the clear warnings of "Mein Kampf." Today we have equally clear warnings in repeated communist manifestos. Yet much of the western world still prefers to believe that a propaganda war is a phony war, and that it somehow may be ended without the need of an all-out mobilization and counter-propaganda offensive.

■ The fact is, we are living in the midst of a propaganda blitzkrieg right now. Hardly a day goes by that does not bring to newspapers all around the world a headline like this one that the *Los Angeles Times* ran a few weeks ago on its front page in 36-point bold: *"Chinese Reds See U.S. as World's Main Enemy."* The text started as follows: "Peiping (Reuter's)—The Chinese Communist Party Saturday declared the United States is 'the main enemy of the people of the whole world. At the same time, it reaffirmed its belief that a world war can be avoided'." This 2-column story continued over to an inside page, all of it about as newsworthy as the opening paragraph. Such stories appear continually in practically all U. S. newspapers, and just as surely, they appear in papers throughout free Asia, Africa and Latin America.

Enemy Manipulation of the World Press

On trips abroad in the past few years, I read English language newspapers in eight different free Asian countries. News items and feature articles about developments and achievements in the U.S.S.R. and Red China were plentiful, and almost uniformly laudatory. News coverage about America was negligible. A considerable percentage of such U. S. news as was found had to do with areas like Little Rock. Many of these unfavorable stories are the result of Red infiltration at the working press level.

In the face of such communist press influence, the U. S. Information Agency in Asia is helpless. In many instances the Asian owners of the newspapers are equally helpless. They cannot control daily content the way U. S. publishers can.

■ An earlier paragraph referred to the hundreds of foreign correspondents, representing two thousand publications and broadcasting stations, who cover the sessions of the United Nations. The *New York Times'* James Reston says that such correspondents, working at the U. N. and in Washington, are more influential in their countries than all the propaganda efforts of the U. S. Information Agency. The Communists do not neglect them. It is those representatives of the world's news channels, rather than the delegates to the United Nations, who are the Soviet's chief target when they charge that Dag Hammarskjold is the "organizer of the killing of Lumumba" and that the Congo situation is all due to "U. S. colonialist conspiracy, of which Dag Hammarskjold is the architect."

Appalled by such charges, the U. N. Secretary-General sadly commented, "Once an allegation has been repeated a few times, it is an established fact, even if no shred of evidence has been brought out in support of it."

■ What the Soviets repeated a few times in the U. N., they repeated a few thousand times around the world. How much of the rest of the world even once heard or read Dag Hammarskjold's complaint? He concluded it with these hopeful words: "However, facts are facts, and the true facts are there, for whosoever cares for the truth." In theory, all the world wants the truth. But it is a world being everlastingly muddled and manipulated by well-schooled Kremlin agents running that two billion dollar campaign.

It is not essential that the United States or all Free World nations combined, match the dollar expenditures of the communist bloc for counter-propaganda purposes. However, the free world *must* match the efforts of the communist bloc propagandists in their *unity of purpose*. The free world's lack of a unified determination and a unified strategy are its greatest handicaps in meeting the communist propaganda challenge.

Free World Disunity

In the field of propaganda, each nation of the free world believes in going it alone. Each thinks of propaganda and information interchangeably, and considers both of them exclusively national activities. This attitude in free world government gives incalculable advantages to their common enemy. It has developed largely because of the successful Soviet strategy by keeping each western nation continually on the propaganda defensive. By its constant attacks on every aspect of U. S., British and French policy, the U.S.S.R. has induced these powers to devote most or all of their information facilities to explaining themselves defensively to the rest of the world, and to each other.

Second only to the necessity for establishing a clearly oriented, imaginative and vigorous propaganda policy for the United States itself, is the necessity for developing a unified strategy in psycho-political warfare for the entire free world. Individual western nations must of course continue their individual information activities, interpreting their individual policies to the world, particularly when they are under enemy propaganda attack.

■ But defensive action alone can never win in propaganda warfare. Success comes only through counter-offensive. There is no reason why a much needed counter-propaganda offensive that will put the Soviets on the defensive should be the function of the United States alone. Since total free world security is involved, there is need for unified strategy, under NATO, SEATO and other international auspices. Such a unified, "supranational" approach would be logical, even if it were not the only effective strategy for offensive propaganda operations.

The one single example of a supranational counter-propaganda offensive in the free world today is Radio Free Europe. It is successful in its psychological, moral and political offensive against the Soviets. It is an operation that could be multiplied a thousand-fold, for an insignificant fraction of what the free world spends on armaments.

Congressional Foot-Dragging

Though not brief, this random discussion of the propaganda problem has highlighted only a few of its facets. But enough to indicate that there is a long, tough road ahead. It is a road that cannot be traveled alone by the U. S. Information Agency, even under the direction of such a promising head as Edward R. Murrow. The current *Reader's Digest* suggests that President Kennedy himself may find in Washington insuperable roadblocks to cold war prosecution, in the form of a "defiant, faceless State Department bureaucracy, firmly entrenched."

Commenting on the Murrow appointment, James Reston has indicated that his No. 1 problem may be how to "hold his temper on Capitol Hill." Mr. Murrow will have to reshuffle an over-stratified organization, to wrestle with staff mediocrity and staff insecurity, and other internal weaknesses. But Mr. Reston is right in concluding that Murrow's big-

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sales go up in one of America's "growingest" markets—MILWAUKEE

7th in automotive sales per family

All around them, Milwaukee's youngsters find exciting evidence of growth-market opportunities. Currently spending $360 million on expressways alone, Milwaukee constantly builds to handle its exploding multitude of people and cars – the flow of trucks, too, which move a good share of Milwaukee industry's $3-1 2-billion annual output.

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THE MILWAUKEE JOURNAL

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gest hurdle will be the Congress. Hostility, apathy or sheer ignorance on propaganda matters exist in the minds of too many of our congressmen. Many of them will assure anyone who asks them that they are aware of our need of better propaganda strategy. They will even agree that something ought to be done soon to correct the appalling imbalance of our efforts. Yet these same congressmen will give the propaganda problem no priority whatever in their own activities.

A partial explanation of such personal indifference is offered in "Protracted Conflict," a scholarly volume issued by the Foreign Policy Research Institute of the University of Pennsylvania. Congressional apathy, says this book, "is due in part to the characteristics of our political system, based as it is upon compromise. Political leaders rotate frequently in office because of party rivalry and shifting public opinion. To stay in office, they must often preoccupy themselves with secondary, parochial problems—to the neglect of crucial issues. It has been almost impossible to interest (U. S.) leaders in the development of a comprehensive (propaganda) strategy designed to frustrate Soviet ambitions."

It would not be impossible to interest any U. S. Congressman, if he started hearing from his constituents that the issue of safeguarding U. S. security, through more effective counter-propaganda efforts, had become a "parochial" issue. Or more bluntly, an issue affecting his re-election. Any congressman will gladly give priority to the Soviet propaganda challenge, if he sees tangible evidence that it is a matter of sufficient concern to the folks back home.

A Starting Point

Concerned citizens in some congressional districts are already making themselves heard in Washington. When Dan Lewis, a San Francisco agency man, took a page in the *New York Times* last year to demand more Washington attention to our propaganda failures, Vice-President Nixon received 1,500 letters within a week. Dr. Blair Oakley Rogers, a New York physician, has induced others in all parts of the country to stock their waiting rooms with reprints of the *Reader's Digest* review of "Protracted Conflict," and to otherwise publicize the warnings of the Foreign Policy Research Institute of the University of Pennsylvania.

Preparing to activate letter writing through mass organizations is the Cold War Council, a Los Angeles pr group which includes the writer, and which is attracting affiliate pr and advertising people in other cities. The special interest of such groups springs from awareness that "the eventual outcome of the struggle will depend to a considerable degree on the extent to which we are able to influence people." That quote is from the 10,000-word report to President Eisenhower by Mansfield D. Sprague and a committee of top level private citizens, after an eleven-month study of U. S. propaganda problems. The partly classified report opens with words that might logically close this discussion of the propaganda challenge:

"The 1960s may prove to be one of the most convulsive and revolutionary decades in several centuries." #

Employe Communications . . .

Railway Women Boost Freight Sales

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organizaiton in employe relations.)

As anyone would be inclined to suspect, the journals for railway employes these days are full of grim news and foreboding editorial comment. This has been going on for some time and—as the burden upon the railroads has become heavier—the editorial pessimism appears to have increased. There is, to be sure, no doubt of the legitimacy of the railroads' plight and the need for early correction, something the new works-rules investigating commission headed by ex-Labor Secretary Mitchell may possibly suggest.

In the meantime, however, not every railway appears to be wailing in print. Several seem to have taken the stand that, although matters look far from promising, there is no great advantage in bemoaning the fact. Last month one of the railroads which is less disposed than most to moan had help from an unexpected source: Its women employes.

It seems that the gals who belong to the Philadelphia chapter of the National Assn. of Railway Business Women decided to do a little campaigning for freight sales. Mrs. Marilyn Wiles, a local vp and a stenographer in Reading's freight traffic department, organized a team of five women to help get 11,000 buttons on the coats of 11,000 Reading employes in the three-state area. The buttons are colorful ones that read simply, "Let's Go! Sell Reading's Service!" Under normal conditions, such a campaign probably would have some trouble in overcoming employe apathy, but these aren't normal conditions in the railroad industry, and an invitation to railroaders to get out and fight for survival appears to be getting more attention than usual. The Reading campaign has put freight sales on the minds of every man and woman on the line, and it has a nice-sounding, upbeat quality that attracts and appeals.

The button team headed by Mrs. Wiles started its efforts at the top executive level by hanging an oversize button on the lapel of the railroad's president. Thereafter the team of women proceeded to button every employe, to enlist them in the drive to talk up freight sales.

■ The railroad's president, E. P. Gangewere, had some thoughtful comments to make about the campaign, and he noted with obvious respect that the railway women were the ones who are pushing for greater sales throughout the system, rallying the males as they move along. "Employes like to feel they are important to the organization," he remarked, "that they are members of the team, that they 'belong' and that they are worthy of the confidence of management. There is a very direct relationship between the human factor and greater traffic volume."

In lauding the efforts of the railway women to boost freight sales through communication-by-button, the Reading president put his finger on another healthy by-product of the freight campaign. Referring to "Operation Bootstrap," the company program aimed to restore and expand business, he said: "It starts with the basic premise that—despite some of the differences we sometimes have with our labor organizations—we have infinitely more things in common than those which draw us apart." He told how one of the unions on the Reading—the electrical workers—is distributing thousands of match covers and automobile bumper stickers urging an end to "unfair competition against the railroads." And one of the labor leaders has already told Mr. Gangewere that he has received a large amount of mail asking for further details of the program in which employes, labor and management—and that special group, the women—are "working together on the Reading." #

The Creative Man's Corner . . .

This Smacks of Artifice

THE 2nd BEST* THING YOU CAN DO FOR YOUR TEETH
*FIRST, visit your dentist regularly!
Second, use the best toothbrush you can buy!
Oral B
TOOTHBRUSH

We commented last week on a Grant's Scotch whisky ad headlining the admission that competitive whiskey—oops, whisky—is "marvelous." We said that readers had grown so accustomed to expecting an encomium of the product that they could only suspect and distrust this breaking of the accepted convention.

Let us cite another ad which, in trying to be modest, becomes confusing and unbelievable. We have heard stories of salesmen who have sold their products by asking their prospect to inquire of competing salesmen which product they considered second best to their own. But this Oral B toothbrush ad does not use that technique. It states that using an Oral B toothbrush is second best to seeing your dentist regularly—which simply isn't true, unless seeing your dentist regularly means seeing him every week.

Undoubtedly, this is intended as a sop to the country's dentists. It was hoped this might sufficiently enlist their good will that they would be inclined to say something kind to their patients about Oral B.

But as a message directed to toothbrush users, it smacks of artifice. The machinery shows. One realizes the advertiser has an ulterior motive in saying what he has. One dimly suspects that oranges, here, are being compared with apples. One doesn't rate a toothbrush second best to a regular dental visit—he rates it better than or equal to other toothbrushes.

Strange that this ad, like the Grant ad, falls into the very trap advertising has set all these years for the public. Having cried wolf for so many years, it cannot be believed when it cries sheep. #

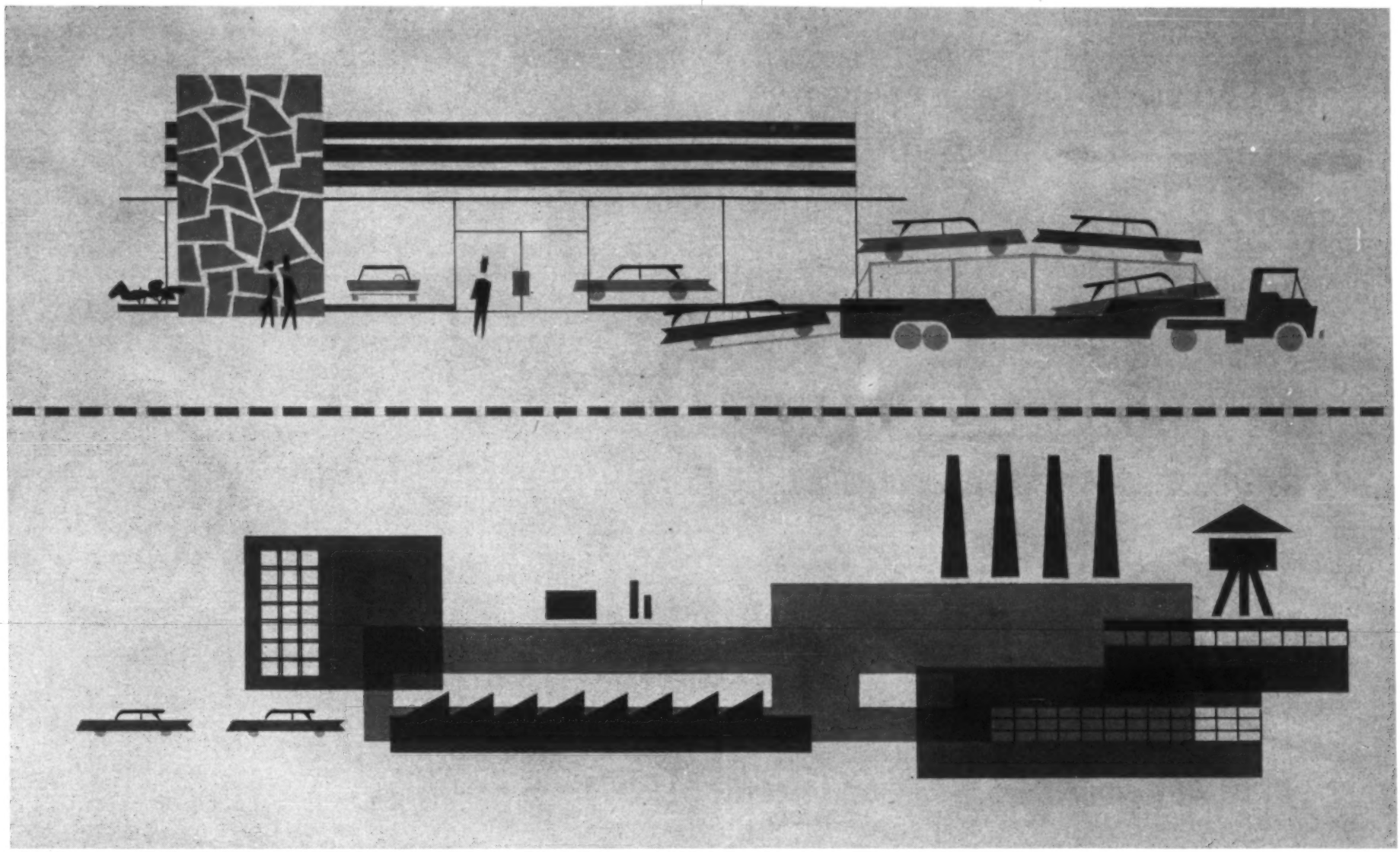
What They Were Saying 25 Years Ago . . .

Ken R. Dyke, general advertising manager, Colgate-Palmolive-Peet Co., speaking at a meeting of the sales promotion division, National Retail Dry Goods Assn. (AA, Jan. 27, 1936):

"To the best of my knowledge, advertising does *not* make money—it does not pay to advertise—necessarily. For every monument or skyscraper that the successful use of advertising has erected, you'll find a tombstone in the cemetery of failure. For example, in 1923, out of 298,933 business corporations, we find only 179,360 that made any profit at all. And the advertisers and non-advertisers were divided in about the same proportion. There are no facts to prove that advertising in itself is a panacea to business success or profits."

Homer McKee, Chicago agency head, speaking at a luncheon of the Art Directors Club of Chicago (AA, April 20, 1936):

"Advertising is addressed to Bill and Emmy Spivens, and we want to be sure that anything that we present to them will be understood. Let's not get too far out in front of the audience."



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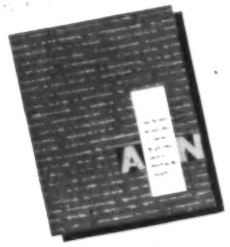

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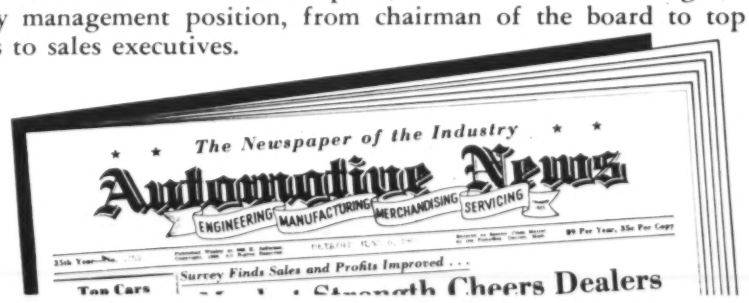
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McMahan on TV Commercials . . .

As TV Budgets Go Down, Selling Effectiveness Must Go Up

By Harry W. McMahan

A little recession is the Metrecal of creativity—makes it trimmer, slimmer, gives it lots more protein.

Tv budgets are taking a slicing these days and the commercial boys are rising to the occasion. There will be fewer commercials this year. And better ones.

Harry W. McMahan

With air time cut and over-plush commercial production taboo, the basic selling effectiveness of the tv ad now becomes more important than ever. The fat must go, the protein must be boosted. It's a healthy idea, any way you look at it.

Take automobiles, for instance. (Detroit wishes you would . . .) The budgets are whacking. Time is running short. And one of the car boys has decided to do something about it and make every second count. Literally.

Falcon's Ticking Clock

"Every 30 seconds of every working day someone buys a brand new Ford Falcon . . . " The clock ticks it off in tempo.

"Why are so many people sold on this particular compact car? One reason: low price. Up to $505 lower than other compact cars . . . "

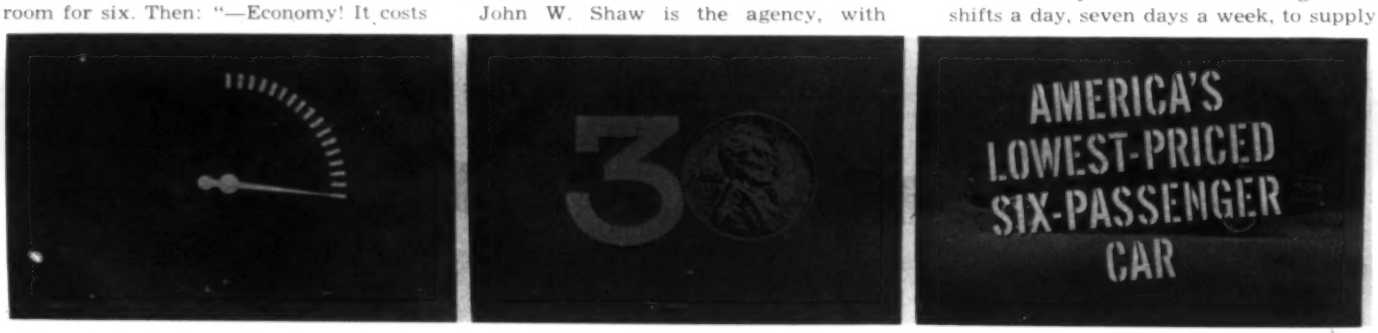
Then the story of features. Plenty of room for six. Then: "—Economy! It costs as little as a penny a mile to drive because it goes up to 30 miles a gallon . . . "

Make it graphic with a penny for the 0 in 30. Finally, as the minute ticks out:

"Why don't you be the next person to buy a Falcon from your Ford dealer? You have exactly 30 seconds, starting now . . . "

It's a powerhouse. Informative. Competitive. Persuasive. And it's almost hypnotic in its tick-tick-ticking off of reasons.

J. Walter Thompson is the agency. Filmways produced, with Gifford-Kim on the animation.



Ford Falcon

It's the hardest-working car commercial I've seen since a compact was just something a woman carried in her purse.

Mars, Poster and TV

Mars candy has a lot of nutrition, for my money, because they hold to my old theory that tv-poster is a solid combination for getting the most from a limited budget.

Freshness of design—distinctive art—is a vital key here. The posters—and subway car cards—again play back the story that tv has been telling 'em.

Needham, Louis & Brorby is the agency. Playhouse, Hollywood, did the tv, designed the poster illustrations.

Dog Gone International

Out Chicago way, there's a word to be said for the good job being done for Red Heart dog food.

It takes off on the theme, "Why can't dogs eat as well as people do?" and then deftly goes into the story of "all the nutrients of a complete steak dinner in one can of Red Heart."

In television, this takes on international aspects as famous film players and canine nationals set the scene. There's Scottish Tudor Owens and a Scottie, British Patric Knowles and an English bulldog, Gallic Fritz Feld and a French poodle, etc.

Stills of the same are being used in double-page spreads in *Reader's Digest*, with radio and point of sale tie-ins. Fine job of integration.

John W. Shaw is the agency, with George Filipetti as the versatile creative head. Cascade, Hollywood, produced the tv.

Meanwhile, Gravy Train

There's another dog food we've been meaning to mention for some weeks now: Gravy Train.

It would be hard to miss with a name like that and a product to make it work. But methinks Benton & Bowles has added an extra plus with the tv commercial, "Alexander." Believability for the story is heightened as two boys' voices carry the sales story in rather ingratiating dialog, off-screen. EUE produced.

"World's only dog food that makes its own gravy" is a potent line. There's a good graphic in the cartoon train from print that chugs across the screen at the end of the tv commercial.

After test marketing in Indianapolis and Wichita, the product is now national. But the Gaines plant is still working three shifts a day, seven days a week, to supply the demand.

And my wife had to make five trips to the supermarket to finally find it in stock . . .

Complications with Gas

When H. K. McCann left trust-busted Standard Oil in 1912 to turn his advertising post into McCann-Erickson, little did he see what a half century would do to both sides of the operation.

On the one hand, McCann-Erickson followed the flag of Standard Oil around the world and today is four agencies under the banner of Interpublic Inc.

On the other hand, the half dozen trust-fragmented pieces of Standard Oil now are in competition. Standard of California now sells in the East under the Chevron name. Standard of Indiana now has Amoco in the East and Utoco in the West so it can sell nationally as American. And Standard of New Jersey takes its Humble, Oklahoma, Carter, Pate sections and builds a new coast-to-coast empire as it gradually changes from Esso to Enco and takes the new corporate working title of Humble.

In tv advertising, one of the most interesting transitions in this new world of energy fuels is what is happening in the Middle West. Oklahoma, a successful independent before it joined Standard of New Jersey, has long had a considerable investment in a jingle, like: "Your motor will purrrrr . . . " and an oh-so-visual tiger to demonstrate that "Tiger in Your Tank."

Loath to leave it in this transition to Humble, they simply refurbished the jingle to "Let your motor say Hummmmmble . . . " And hold that tiger, they do.

NL&B again is the agency. Ad-Staff, Hollywood, are the jingleers. Fred Niles, Chicago, produced the commercials.

Beer, Two for One

In Detroit we saw two good beer series. Pfeiffer's has a rousing good beer jingle, "Great Lakes Country," with some of the best directed action scenes we've seen lately.

But, most intriguing is the way they've fitted these same action scenes, in tempo, to a completely different jingle for Schmidt beer, over Minnesota-way

(Continued on Page 94)

Mars Candy (Poster)

Mr. McMahan's April speeches include; Michigan State University, April 5; Assn. of National Advertisers, spring meeting, Washington D.C., April 17; Harvard Business School, April 22; Alpha Delta Sigma, national convention, Minneapolis, April 28.

Red Heart

Gravy Train

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Census experts are now predicting that California will surpass New York in population within the next few years to make the Golden State the most populous in the nation. It is not difficult to foresee that such explosive growth will have its greatest impact on metropolitan areas like Oakland, which already provide the ideal combination of land area, facilities, and desireable living conditions to attract even more people and industry.

This prediction only emphasizes the fact, of course, that advertising men everywhere already recognize Metropolitan Oakland (Alameda County) as one of the great markets of America today.

FRED WITTNER, President
FRED WITTNER COMPANY, New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Oklahoma

("Schmidt Country"). Both good.

Schmidt, a Pfeiffer subsidiary, also is a Maxon account. Robert Lawrence produced.

Bud and Schlitz

On the subject of beer, the two leaders are both doing exemplary work in the field of getting-in-on-the-product. SAG repayments being what they are today, all advertisers can take a good look at these two series. (Though saving on talent was not the prime consideration in either creative gambit.)

Budweiser continues its "Where There's Life, There's Bud . . . " series on which nearly 200 commercials have been produced. All have exceptionally fine music tracks, in many interesting variations, with only a couple dozen words at the end, for narration.

Some tell stories with hands. Some tell stories with titles. Some tell stories with people, of course. But actors' faces never get in the way and only show up when needed. Others might well study the techniques of Bob Johnson who writes, produces and directs the long-run series. He's tv creative head of D'Arcy, St. Louis. MPO produces, with animation by Pelican.

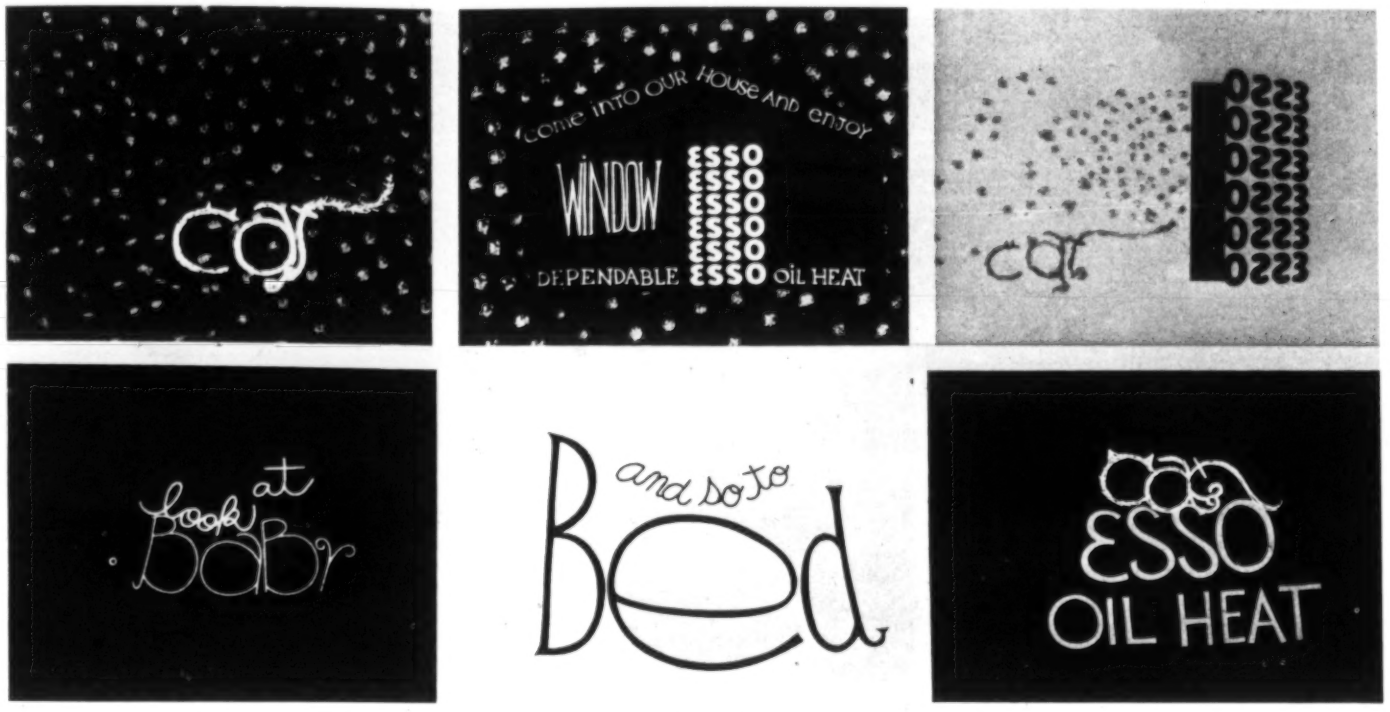
Meantime Schlitz, while probably making faces at Bud in the battle for top of the market, is not making faces at the camera (or SAG) in one of its new series. Here's a model series, too, that other advertisers in all fields well might study.

No actors are seen, but the camera pans slowly down a table of snacks, food, hands, beer. On the sound track we hear the conversations—choice bits of dialog, off-screen above the hands, as the talk ranges from golf to painting to cooking to beer. Well written, ingeniously staged. And aptly titled: "Viewpoints."

J. Walter Thompson, Chicago, created the series and, it might be noted in passing, this has all the long-run potentials that the no-faces Kraft series has proved (they did that, too, of course). Experimentation was done in JWT's New York in-agency live tv workshop. Finished production was done on film at Wilding, Chicago.

Followups

It's always difficult to convey all the dimensions of a tv commercial in a word report or in a single picture. So, to give a more complete idea of the unique Esso Oil heat spot which won the Hollywood IBA grand prize, we've dug up a whole series of stills from the commercials. In fetching design it uses *words* as things. The *c-a-t* wiggles its *t* tail and walks. The *E-S-S-O* door to the belettered house opens wide. A cry comes from the *B-a-b-y* crib. Our unseen man walks *u-p-s-t-a-i-r-s*, the letters popping on diagonally upward with each creaking footstep. And so to *B-e-D* as the mattress *e* settles down for the night.



Esso Oil Heat

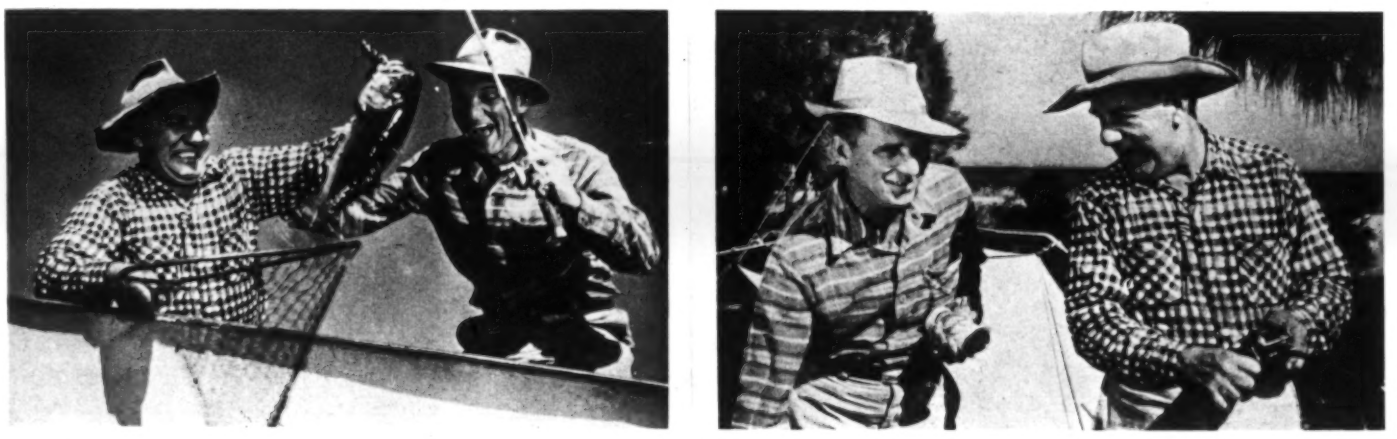
This charmer helped Elektra, New York, to four of the nine tv awards at the Hollywood International event and surely will win its share of the other upcoming competitions. MacLaren, Toronto, is the agency.

A followup on Speidel: Bud Cantor, sales promotion manager for the Gold Filled Manufacturers Assn. Inc., takes me to task for my recent crack at their use of the line "gold-filled, *not* gold-plated . . . " I thought the words meant the same. Not so, Cantor points out:

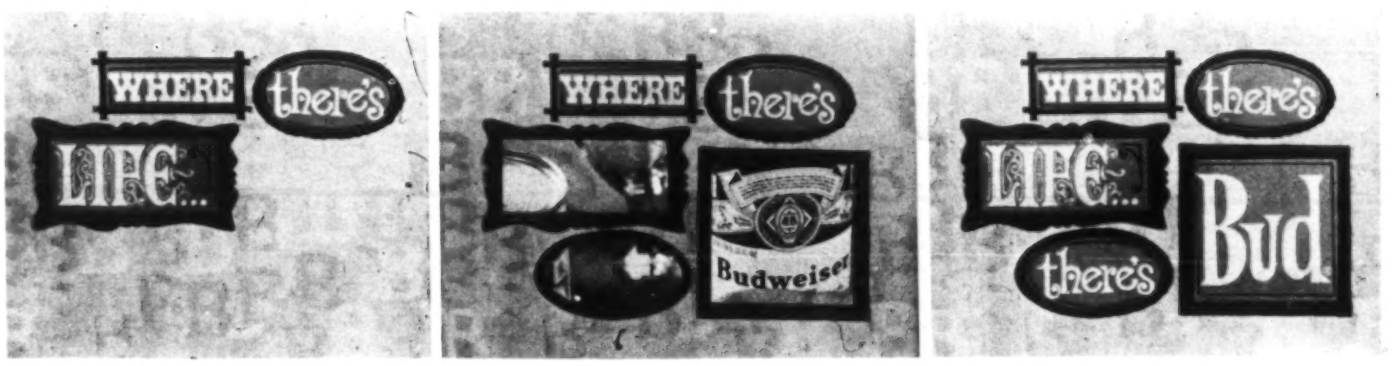
Gold-filled means a layer of karat gold bonded by heat and pressure to a reinforcing metal. *Gold plate* or *gold overlay* are legal synonyms, but frowned on by the association.

Gold electroplate means a layer of gold deposited electrolytically on the base metal, equal to or in excess of seven millionths of an inch in thickness. The FTC rules it is improper to refer to such an electroplated item as *gold plate*. If the thickness of the finish is less than seven millionths, the terms *gold washed* or *gold flashed* may be used.

The terms *Duragold*, *Noblegold* and *Goldine* complicate the picture a bit more, but I won't bore you. I'll just stand corrected, albeit confused. My apologies to Speidel. My sympathy to the agency that lost the account. #



Pfeiffer's



Budweiser

Schlitz

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Health and growth depend largely upon attention to the really important things.

Similarly, a business grows and prospers when the marketing program provides for the use of FIRST 3 MARKETS GROUP to attract and sell the heavy-spending families of New York, Chicago and Philadelphia — Concentrated COVERAGE where it counts most.

The average family in these 3 enormous markets enjoys an Effective Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 10% more money for All Retail purchases, 18% more for Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales areas of New York, Chicago and Philadelphia — where competition is keenest and sales rewards are greatest — *there is no substitute* for FIRST 3 MARKETS' solid 54% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold — Concentrate COVERAGE where it counts — with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Older Admen Still as Capable as Young Ones

To the Editor: Some of your classified advertisers seem to overlook a bet limiting response from "young men" or "not over 35." Many, much older and capable, must be available.

At the age of 76 I can think up as many new, aggressive, *honest* promotions as I did in my younger days . . . and I have an enviable worldwide record.

Semi-retired, I confine my activities to consultations around the San Francisco Bay Area. I also enjoy taking an occasional small retailer with an annual $3,000 budget and producing successful results.

If a person has the natural gift for creative selling it is with him throughout his days unless physical or mental misfortunes intervene. I started "on the road" at the age of 16 and have been a "star" salesman ever since.

Sid Sidley,
San Francisco.

•

To the Editor: I'm very sensitive to the mysterious barrier of age 40 which so many ad agencies set up in their help wanted ads. Therefore when I read a story such as the one in your Feb. 27 issue announcing the retirement of Stanley Resor from JWT at 82 after 53 years with the company it makes me wonder.

Could you or your readers give me a satisfactory answer to the following questions?

Should an adman hold on to whatever job he has at 40 and be happy just to be working? How old are the executives who impose this restriction? Why do they do it? Is 40 actually the acme of perfection for an advertising man and the rest of his years a period of sharp decline?

And, if this last is true, how in hell did Mr. Resor hold on to his job so long?

Van Kaatz,
Van Kaatz Advertising, Los Angeles.

• • •

Spell the Name Right!

To the Editor: I think your annual agency billing issue is terrific. Incidentally, if you ever get around to editing various sections of it, you might take a crack at the proper name of this agency, as per the letterhead . . .

Peter Finney,
Peter Finney & Co., Miami.

Peter Finney & Co. appeared as Peter Finnen & Co. in AA Feb. 27. We apologize.

• • •

Objects to Debasement of English in Advertisements

To the Editor: My objection to a Sara Lee cake being described as "all butter" ("Voice of the Advertiser," Feb. 6, Feb. 27), is not fear of misrepresentation, but rather the debasement of language involved. We have another nationwide example in tires which are advertised as "all nylon." Probably this does not deceive a tire buyer, but it does create a problem for the writer who must describe a product (a girdle, perhaps) which is *really* all nylon . . . no rubber at all.

The same kind of debasement has already ruined the word "free," which has now simply come to mean a cut-price combination sale. Thus the writer who has something to give away without obligation (a travel booklet, say) is forced into some circumlocution: "Absolutely without cost or obligation of any kind," to express the thought which the debased word once connoted.

It is probably too late to do anything about "the advertising comparative": fresher; whiter; cheaper. Now, however, in airlines advertising particularly, we find ourselves confronted with what might be called the "dead-heat superlative." That is, the headline claims the fastest plane or the lowest fare, when the facts are that competitors have flights just as fast or fares just as low. "Fastest" has been debased to mean "none faster." As a result, the writer who can legitimately claim an exclusive speed advantage or fare advantage again finds that straightforward, simple English has lost its effect.

How long can this kind of thing go on, I wonder, before modern advertising—like modern poetry—loses all contact with the real world, and leaves us wondering why we have lost our audience?

E. Scott Pattison,
White Plains, N. Y.

•

To the Editor: I die hard, I know. But I still see red when those who *really* ought to know better make great big grammatical goofs in print. Sure, all of us make them in conversation. . . and I've reached the point where I only wince inwardly when that famous old phrase, "Like a cigaret should," assails ear or eye.

But when a big account parts company with its agency because of a "mutual disagreement"—I am defeated. Yup, you quoted it on the front page of the Feb. 27 issue. Doyle Dane Bernbach and Benson & Hedges. How, please, can a disagreement be anything *but* mutual?

Well, that's not all. In a whopping big ad series aired in *Home Furnishings Daily*, RCA says for all to read: "No wonder more dealers sell RCA Victor than any other brand." I couldn't help it, I wrote 'em. They didn't answer. Maybe they didn't care. I do. Do you? Or maybe you don't see what's wrong! You see, *this* is what I fight against constantly! People think I'm nuts.

It's a very lonely life.

Sadly . . .

Gertrude H. Rogers,
Advertising Department, Signet Club Plan, Cambridge, Mass.

• • •

Denver BBB Violates Own Code with Emblem, She Says

To the Editor: Re: "Emblem of Truth" in Feb. 27 issue.

Maybe there should be a Better Business Bureau to look into the Better Business Bureaus.

Among the many unfortunate aspects of the "Emblem of Truth" being sold for $180 a year by the Denver Better Business Bureau is the fact that the emblem violates its own code.

For example—Point 8: . . . "refrain from attacking competitors or reflecting unfairly upon their products, services, or methods of doing business." And Point 10: "Avoid all tricky devices and schemes . . . which prey upon human ignorance and gullibility."

Certainly it is misleading and unfair to infer that ads not displaying this symbol are untruthful.

What next? The greatest evidence of "human ignorance and gullibility" I believe, is on the part of those who unquestioningly accept all the criticism of the opportunists who are getting rich these days attacking advertising. Anyone in the business—or anyone who would take the trouble to find out about it—would know advertising is 99 and 44/100% pure. It's characteristically conscientious. It has to be.

Joan Wilke,
Advertising Counselors, Phoenix.

• • •

To Advertise Is to Inform

To the Editor: Jack Kneass' letter in your March 6 issue, wherein he outlines "basic facts of the advertising business," does not include its one absolute basic function.

This has never been so clearly stated as by Noah Webster when he used only two words to define the verb "advertise." He said it means to inform. All else is commentary.

B. Frisch,
Division Advertising-Promotion Manager, Cities Service Oil Co., Boston.

• • •

Why Name Florida Agency for Boston Account?

To the Editor: As a former agency man, I was both amused and intrigued at a recent series of newspaper advertisements which have broken in the Greater Boston area over the logo of the Metropolitan Chevrolet Dealers' Assn. of Boston.

The theme of the entire campaign apparently is based on—"cars made in Massachusetts, make Massachusetts"—"buy Massachusetts cars," etc.

The kicker in the whole thing was a recent notice that the Boston Metropolitan Chevrolet Dealers'

WHAT DO MECHANICS DO FOR CARBURETOR CONGESTION ?
3 out of 4 recommend the ingredients in MOBILGAS for carburetor drain
MOBILGAS RELAXES CARBURETOR CONGESTION
FAST-FAST-FAST!
BETTER THAN ANY OTHER
A leading survey of the A.M.A. (American Mechanics Association) reveals that 3 out of 4 leading mechanics use 5 of the ingredients in MOBILGAS to relieve carburetor congestion.
Mere TCP with buffering contains only one congestion reliever.
MOBILGAS contains a number of mechanically proven ingredients, including special mechanisms that not only relieve congestion incredibly fast, but also relax engine pressure and release fuel power where you need it most.
Get MOBILGAS today!
1.PRESSURE
2.DRAIN
3.CLOGGING
MOBILGAS gives you the runs . . . AT BOTH ENDS!

He Contributes Mobilgas Ad Done in the Bates Manner

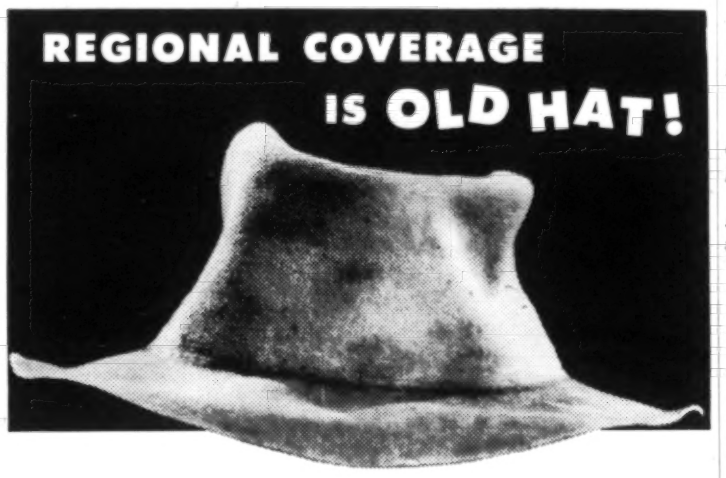
To the Editor: We read with great interest the reports that a book on advertising had so much to do with the acquisition of an account (AA, March 6). The book by Rosser Reeves (née Claude Hopkins). The account: Socony Mobil.

We, the members of Copywriters' Anonymous were grateful that J. D. Elgin, advertising manager of Socony Mobil Co., chose Bates because he discovered from Mr. Reeves' book something no one in the advertising profession was evidently aware of: "The aim of any client is better sales and profits." As Mr. Elgin said, "That's quite an advertising philosophy."

And because Mr. Reeves thought of it, we feel he really deserves the Socony account . . . and vice versa.

Not only that, in genuine gratefulness to Mr. Reeves for discovering this philosophy, we have written his first Mobilgas ad in the style that has gained for Bates so many kudos . . . in government circles.

Name Withheld by Request.



At least it's old hat in the Syracuse Market. **Delivering** regional coverage has been accomplished by Syracuse Newspapers for years **and** years.

Localized editions in both the Primary and Secondary areas of the BIG Syracuse Market have provided advertisers with "localized impact" for a long time.

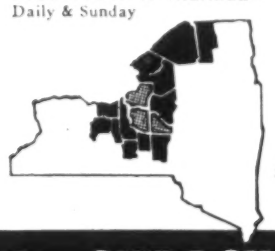
The advertiser seeking regional coverage gets it . . . PLUS he gets "localized credibility" in each of the 13 separate editions of Syracuse Newspapers which DELIVER the full 15-county Syracuse Market every day!

There's only one effective way to sell ALL of the Syracuse Market: *The Syracuse Newspapers.*

No other combination of media delivers comparable coverage at comparable cost.

There's no other way to get REGIONAL coverage with such LOCALIZED impact at such a low cost!

FULL COLOR AVAILABLE—
Daily & Sunday



AMERICA'S Best TEST MARKET
Results of Selling Research Inc. latest Test Market Survey

SYRACUSE The 46th* Metropolitan Market
*SRDS Consumer Market Data

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 230,814 • Sunday Herald American 202,467 • Sunday Post Standard 102,966

Assn. has transferred its account from a Boston agency to an agency in, of all places, Clearwater, Fla.

There is, of course, precedent for an account moving from Boston to New York, although I believe this is basically unsound. But, how does one ever justify going to Clearwater, Fla., for an agency to service a Boston account which has as its theme "buy locally"?

Name Withheld by Request

• • •

They Think Hat Corp. Ad Is Major League Caliber

To the Editor: The Creative Man's natural desire to call "strike three" on an ad most everybody else is boosting meets with sympathy. But in this case, I have to vote with the crowd in favor of the Hat Corp.'s now-familiar beatnik.

The Creative Man says the advertiser starts with a strike against him because the beatnik photo must necessarily make the reader "feel repulsed." Maybe I don't have a naturally healthy ego. *I* felt superior; therefore amused; therefore good.

Not strike one; ball one.

The copy suggests a hat makes the road to the top "a little easier to travel." Now I'm nodding, because I've seen that in evidence. Ball two.

Agreed, Kennedy did make it without a hat. But who else among us has Kennedy's combination of brains, talent, drive, charm and money? Most of us substitute hats. Ball three.

Why take a full page in the *Times*? Well, why generate a little amused thought among potential hat wearers; why stimulate a little winter enthusiasm among retailers; why fill demands for photostats to liven up dead show windows; why honor requests for newspaper mats from retailers across the country? (Hmmm.) Ball four.

Take your base, Hat Corp. I hope you make it home.

And you'd better put *something* on your head, Ump. I think you're in for a rain of pop bottles.

P. Donovan Cragin,
Marsteller, Rickard, Gebhardt & Reed, New York.

•

To the Editor: As an umpire, the author of Creative Man's Corner (March 6) is strictly bush league.

His subject—the Hat Corp. of America beatnik ad—(1) Commanded my attention, (2) Aroused my interest, (3) Stimulated my desire to the point that I bought a new hat.

He quoted *Time's* implication that the President of the U. S. got to the top without a hat. You can bet that the now-President wore a headpiece in the Navy, and I note that even now he at least carries a hat on occasion. I'll venture to guess that the President owns more hats than most others. Even so, *Time's* crack doesn't make the President a success.

Certainly, "there are some men a hat won't help." Maybe the author of your March 6 Creative Man's Corner is one of them.

George P. MacKnight,
Evanston, Ill.

• • •

You Can't Compare Apples With Oranges, Reader Says

To the Editor: Figures are very misleading, especially when they are mixed up with a hodgepodge of words. I was reminded of this fact after reading Otto Kleppner's letter (AA, March 6).

Personally, I don't confuse my mind with endless figures and percentages so I'll go along with Mr. Kleppner's suppositions. Namely, that advertising personnel die at 61 while professors at Harvard die at 83.8.

As it stands, that sounds foreboding for anyone who contemplates advertising as a profession. If these figures gave a true picture, they would be rather thought provoking, but they do not.

I think that the key word in Mr. Kleppner's letter is "retired." At what age did the good professors retire? The fact that they had reached retirement age knocks hell out of any comparative figures. They had already licked many of the things that young admen were dying of all year.

It would be just as fair to compare the ages at death in 1960 of Harvard professors with the ages at death in 1960 of Civil War veterans. Using such figures, one would assume that war is more conducive to long life than teaching.

Mr. Kleppner, the moral to all this is, "Don't couple words with numbers in such a way as to scare hell out of all us young guys in advertising." Up to now, I had not thought of replacing Neil Borden, but 22.8 years is a long, long time.

Byron M. Flynn,
Freehold, N. Y.

The Chemistry of WO, or, Vive la Difference

To the Editor: Obviously, you were referring to a *specific*, not a *general* element in your "Attention, Male Copywriter" reprint on the editorial page of your March 6 issue!

Because the general element should have been described thusly:

"Woman. Symbol: WO. Atomic Wt. 120. Occurences: Found where she can create; on many occasions wherever a man is found.

"Physical properties: Curved. Boils when chemistry is disturbed. Freezes under aggravating circumstances. Melts when properly treated. Bitter if foolishly used.

"Chemical properties: Disturbingly active. Possesses great affinity for nice things, children and small pets. Tends to be pensive and doubtful when left alone for lengths of time. Absorption of food—moderate for physical purposes. Association with better looking specimen creates urge to improve self-lacking qualities or become slightly tinged with green coloring.

"Uses: Highly ornamental, but obviously necessary for practicalities, and building Man's (symbol: MA) ego. Helpful as a tonic in acceleration of low spirits, etc. Equalizes the distribution of wealth and maintains healthy national economy.

"Caution: Can be destroyed by inexperienced or invidious specimens." And I have an addition:

"Man. Symbol: MA. Atomic Wt. 175. Occurences: Found wherever wine, woman or song is found. Pretense: Free state. Actuality: Desires to belong—to someone, to something, or some place.

"Physical properties: Generally in tall, angular form. Boils frequently, sometimes disastrously. Melts at slightest application of warmth. Bitter if neglected. Stubborn.

"Chemical Properties: Disturbingly active and violently possessive. Possesses great affinity for piscary, tv and WO. Childish reactions when left alone. Able to absorb great quantities of food. Turns green when placed beside a better looking, more capable specimen.

"Uses: Decorative, companionable, stimulating and practically productive. Equalizes distribution of wealth. Is probably the most contrary agent known.

"Caution: Dangerous if loaded."

I rest my case.

Lee Houska,
Chicago.

Your Address: Chicago's magnificent gold coast

Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.

Donald O. Cronin, Mgr.

LAKE SHORE DRIVE HOTEL

181 E. Lake Shore Dr. • SU 7-8500

MEET THE WOMAN IN THE TEAM AT THE TOP!

"By its very nature, real estate is fast-moving and challenging," says Leone J. Peters, President of Cushman & Wakefield, Inc., leading New York realty firm. "The secretary to any executive in this field must have trigger reactions and a great capacity for hard work. My secretary, Miss Madelyn Smith, has these qualities. Her recommendations are invaluable." More and more advertisers are recognizing the importance of the secretary as part of the management team. Her recommendations influence – and often control – many office purchases, particularly office supplies and equipment. That's why, during 1960, 168 companies advertised to secretaries through their own magazine, TODAY'S SECRETARY. It's the only magazine with a nation-wide paid circulation of secretaries in business and training. Your advertising message in TODAY'S SECRETARY reaches 151,000 subscribers (ABC-audited), plus 345,000 additional pass-along readers every month. Sell the secretary – just as your best salesmen do! For more information, phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary – sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

Pearson, Harris Get New Posts in ITC Sales Shuffle

NEW YORK, March 14—In a reorganization of its foreign sales force, Independent Television Corp. has named John Pearson assistant director of international sales, working out of its New York headquarters. He formerly was general manager of ITC of Canada.

Hershel Harris, who was previously in charge of national sales for ITC of Canada, has moved up to sales manager of the Canadian subsidiary. Samuel Gang, formerly director of international sales for the Bernard Schubert Organization, has joined the tv film producer-distributor's new Mexico City office as Mexican and Central American division manager. John Darnton, previously a freelancer who represented ITC in Sydney, has been named manager of ITC's new Far East sales division.

■ On the domestic front, Carl Russell has been promoted from head of regional sales for the central division to sales manager of that division. Bert Weiland, formerly ITC's Midwest division manager, has moved to New York as manager of syndicated sales administration.

Added to the domestic syndicated sales force were: In upper New York state and New England, Hal Danson, formerly the New York sales manager of the tv syndication department of Paramount Television Products; in the Midwest, Chris Remington, formerly an account executive with Official Films; in the South, Tony Wysocki, previously with WALA-TV, Mobile; and in the Southwest, John Howley, formerly with KWTV, Oklahoma City. #

Times-Mirror to Buy Gousha

Times-Mirror Co., Los Angeles, has reached agreement with the principal stockholders of H. M. Gousha Co., San Jose, Cal., to buy the road map company for an undisclosed amount of money. The Gousha board of directors has approved the agreement and will ask the shareholders to ratify it at a meeting on March 20.

INVESTIGATE:

Determine for yourself whether your company can use the extra pulling power and the plus values that increase sales when premiums and incentives are used in your merchandising.

Find out how to do it by discussing your problems with the experts and leaders of this 2½ billion dollar industry.

GET THE FACTS! OBTAIN THE ANSWERS!

Attend

28th annual National Premium Buyers Exposition

. . . hub of the premium and incentive merchandising industry

NAVY PIER • CHICAGO
APRIL 10-11-12-13, 1961

• *For more information and advance registration, please contact*

A. B. COFFMAN ASSOCIATES
Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone: WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

THE
BIG
5th
EL PASO, TEX.
AMONG THE TOP FIFTY!
750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, look and listen to El Paso, big 5th city of Texas, for buying news. This thriving, vital Southwestern market rates well within the nation's top fifty. El Paso Broadcasters give you 100-proof coverage of the Big 5th, where the population's popping and sales are soaring. Buy the Big 5th...El Paso, Texas...and help yourself!
EL PASO BROADCASTERS: KELP-TV
KELP / KHEY / KINT / KIZZ / KROD-TV
KROD / KSET / KTSM-TV / KTSM
XEJ-TV / XEJ / XELO

PLAY BALL—*Former Dodgers catcher Roy Campanella is shown with John P. Hurley Jr., advertising manager, Tasty Baking Co., Philadelphia, as he signs up for a series of radio commercials. Tastykake and Tastykake pie are now being marketed in nine states on the Eastern Seaboard. Aitkin-Kynett is the agency.*

Dollar Volume in 10 Canadian Magazines in 1960†

(Source: Magazine Advertising Bureau of Canada)

Investment Size	Number of Advertisers	Dollars	Investment % of Total
$100,000 or more	43	$8,750,592	39.2
50,000 to $99,999	69	4,774,026	21.4
40,000 to 49,999	42	1,911,763	8.6
30,000 to 39,999	46	1,588,653	7.1
20,000 to 29,999	72	1,785,191	8.0
10,000 to 19,999	126	1,722,307	7.7
5,000 to 9,999	144	1,024,758	4.6
3,000 to 4,999	97	382,178	1.7
Less than 3,000	337	389,173	1.7
Total	976	$22,328,641	100.0

Dollar Volume in 11 Canadian Magazines in 1959†

(Source: Magazine Advertising Bureau of Canada)

Investment Size	Number of Advertisers	Dollars	Investment % of Total
$100,000 or more	45	$8,638,850	41.4
50,000 to $99,999	60	4,047,692	19.4
40,000 to 49,999	28	1,250,372	6.0
30,000 to 39,999	54	1,869,526	8.9
20,000 to 29,999	54	1,349,649	6.5
10,000 to 19,999	140	2,001,216	9.6
5,000 to 9,999	128	919,802	4.4
3,000 to 4,999	99	384,815	1.8
Less than 3,000	419	407,976	2.0
Total	1,027	$20,869,898	100.0

† The magazines were *Canadian Homes*, *Chatelaine*, *Chatelaine-La Revue Moderne*, *La Revue Populaire*, *Le Samedi*, *Liberty*, *Maclean's Magazine*, *Reader's Digest*, *Saturday Night* and *Time*.

La Revue Moderne became *Chatelaine-La Revue Moderne* effective October, 1960. In December, 1959, *Mayfair* ceased publication. #

Campbell-Mithun Adds Two

Frank Miller, formerly copy director of Knox Reeves, has joined Campbell-Mithun, Minneapolis, as an account executive. Ray McWeeny, former broadcast and print media manager of Tatham-Laird, Chicago, has joined the agency's Minneapolis office as an associate media director. Mr. Miller will be on the Iowa Power & Light Co. account. Mr. McWeeny has been assigned to media planning for Pillsbury Co.

People Will Depend More on Dailies in Future, Batten Says

PHILADELPHIA, March 14—Harry A. Batten, chairman of the board of N. W. Ayer & Son, has declared that reliance on newspapers for information and interpretation is certain to grow in the decades ahead.

In an introduction to a 20-page booklet detailing the facts about the coming 31st annual newspaper contest for the Ayer Cup, Mr. Batten pointed out that as Americans come to depend more on their newspapers, "they also will be regarding the product with even greater discernment than they do today.

"They will look for more background knowledge and insight in the news columns, more imaginativeness in the presentation of advertising and more refinement in appearance and readability."

■ In the article, "Newspapers in a Free Society," the Ayer board chairman explained that television is capable, on occasion, of presenting news with greater dramatic impact, and that radio is able to do it with greater speed and flexibility.

"At the same time," he said, "I do not believe that my friends connected with other media would deny that newspapers bring the greatest volume of information to the American people, and present it with the greatest breadth and depth of interpretation."

Newspapers, he added, bear the major share of responsibility for the dissemination of facts and opinions upon which the proper functioning of a democratic society depends. #

Interest Grows in Reaching Specialized Audiences: Beard

ST. LOUIS, March 14—One of the newer developments on the business advertising scene is the growing interest in reaching specialized audiences, according to William K. Beard, president of Associated Business Publications.

He told an advanced seminar on advertising sponsored by the Advertising Club of St. Louis, that rising costs and marketing complexities "are attracting advertisers to the efficiency and economy that are built into publications serving specialized fields."

■ He added: "Business advertising calls for people of particular experience to select the right media and to create the right custom-tailored copy. It's no job for 'junior,' the boy 'growing up' to consumer advertising. This is an assignment for pro's." #

Clissold Publishing Buys 'Drive-In Restaurant'

Drive-In Restaurant, a monthly owned for the past six years by Robert L. Cribb, Pratt, Kan., publisher of the *Pratt Tribune*, has been bought by Clissold Publishing Co., Chicago. Effective with the May, 1961, issue, it will be published as a division of Clissold.

Robert A. Johnson, with the monthly for the past four years, will remain general manager in the Pratt office, which will continue printing and circulation activities. Other functions will move to Clissold's home office.

THE SAN DIEGO UNION AND EVENING TRIBUNE

NBC Trims Down on 'Monitor'

NEW YORK, March 14—NBC Radio is cutting back on the number of hours programmed on "Monitor" and is bringing in practically a whole new team of hosts for this weekend attraction.

Lopped off in the cutback are the two-and-one-half hours of "Monitor" that have been carried on Friday night and six hours of the Saturday and Sunday schedule. As of March 11, "Monitor" will consist of five separate three-hour programming blocks, three on Saturday and two on Sunday. Other NBC weekend news and public affairs features will continue.

Hosts for the weekend service will be Mel Allen, Hugh Downs, Betty Furness, Wayne Howell, Lindsey Nelson, Bert Parks, Gene Rayburn, and Dave Garroway.

■ Friday night "Monitor" was dropped because it is not compatible with the music-based programming that the NBC-owned radio stations are now carrying. The weekend cutback involved sustaining parts of the show that were offered in station option time.

NBC reports that "Monitor" sales in network option time are excellent, with about 20 sponsors participating during the average weekend. Among the more or less regulars on the show are American Motors; Chrysler; Curtis Publishing Co.; General Mills; Liggett & Myers; Mennen Co.; Lever Bros.; R. J. Reynolds Tobacco Co.; Pepsi-Cola Co.; Sylvania; William Wrigley Jr.; Mogen David Wine; and Ex-Lax. Schedules run from about three to 20 announcements during the weekend. #

Boland Joins KVIL, Dallas

Charles H. Boland, formerly Dallas district manager of Headley-Reed, national station representative, has been appointed commercial manager of KVIL, Dallas radio station.

O'Connor Durnin De Garmo

IRISH PROMOTION—*Kevin Durnin, general manager for North America of the Irish Tourist Office, and John de Garmo, president, de Garmo Inc., the tourist office's agency, give Edward O'Connor, president, Thos. Cook & Son, a preview of a 6' wall display and information book prepared by the agency.*

2 Agencies Are Charter Tenants in 41-Story Chicago Tower

Aubrey, Finlay, Marley & Hodgson, Young & Rubicam and Lily-Tulip Cup Corp. are the first tenants to sign leases for space in the 41-story United of America Bldg., Chicago, scheduled for completion in January, 1962. Young & Rubicam, which has leased the 16th and 17th floors for 20 years beginning Oct. 1, 1961, will move in before the completion of the entire structure. Aubrey, Finlay, the first tenant, has leased the 14th floor and one-half of the 13th floor, for 10 years beginning Feb. 1, 1962. Lily-Tulip has leased 4,000 sq. ft. on the 13th floor for 10 years.

SALES LETTERS
Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Free circular.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

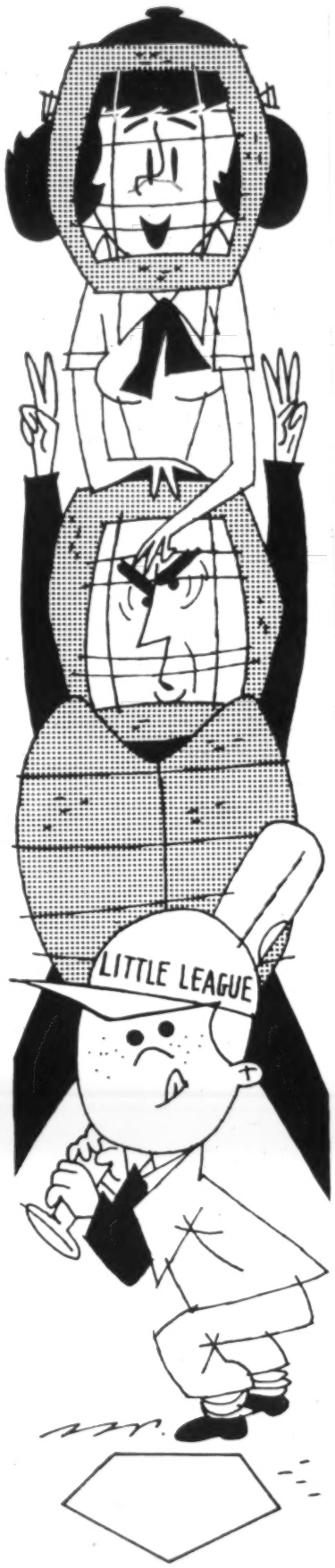
San Diego County, California, is 4th in apparel sales on the West Coast. To dress San Diegans, address them through the advertising columns of *The San Diego Union* and *Evening Tribune*. 81.2% of the families in the San Diego Urban Area – where 85% of retail sales are made – regularly read the weekday *Union* and/or *Evening Tribune*. 86.9% regularly read the Sunday *Union* and/or *Evening Tribune*.*

* Facts Consolidated

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

"The Ring of Truth" Copley Newspapers

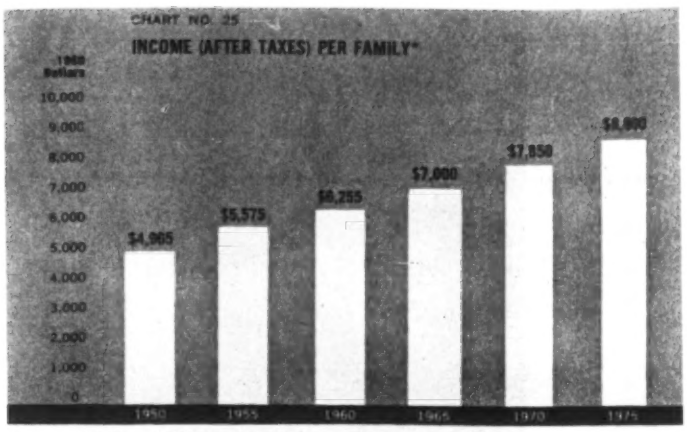
The San Diego Union | EVENING TRIBUNE



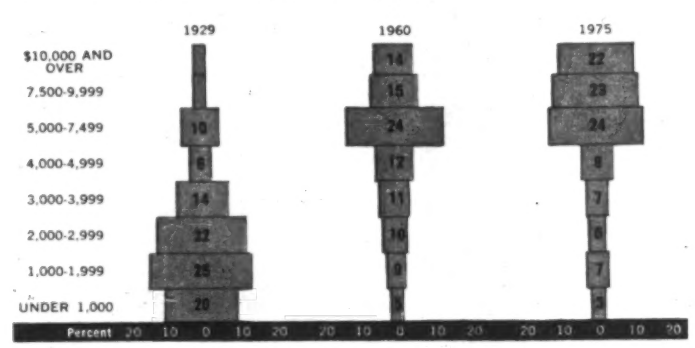
When it has to be a perfect pitch...

Wilding tv

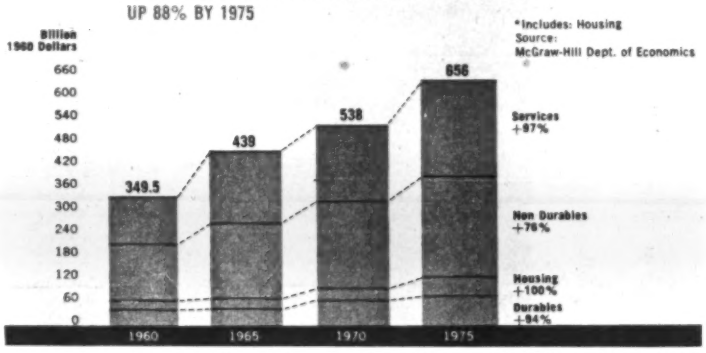
CHICAGO ● DETROIT ● HOLLYWOOD



*Includes unattached individuals
Source: U.S. Dept of Commerce; McGraw-Hill Dept. of Economics



*1960 Dollars
Source: McGraw-Hill Dept. of Economics



PROGNOSTICATIONS—*These three bar charts are taken from the report by the department of economics of McGraw-Hill Publishing Co. entitled "The American Economy—Prospects for Growth Through 1975" (AA, Feb. 27). They are taken from the section dealing with the "new market for consumer goods." The top chart illustrates the 40% rise of family income (after taxes) in 1975 over 1960, in terms of 1960 dollars. The middle chart shows the revolution in redistribution of income which has been taking place since 1929. The bottom chart graphically illustrates the rapid growth of consumer expenditures (in 1960 dollars) between now and 1975.*

Tire Industry Again Under FTC Scrutiny

WASHINGTON, March 14—The Federal Trade Commission reported last week that it is having trouble with the tire industry again, this time on deceptive pricing and guarantees.

The commission's office of consultation has circularized the industry with letters asking whether dealers are being supplied with ads involving comparative prices and guarantee terms.

Two years ago the tire industry was among the first to come under the commission's pepped up "consultation" program. Tire industry guides were adopted at that time, and manufacturers eliminated the use of deceptive brand names, which sometimes implied that second and third line tires actually were of higher quality than the best line.

■ One of the big problems with respect to guarantees, according to John Heim, director of the bureau of consultation, has been that the guarantee adjustment is sometimes based on a fictitious price.

FTC told tire industry members they can stay out of trouble if they base their guarantee adjustment on: (1) The tire's actual selling price; (2) the customary retail price in the trade area; or (3) the advertiser's customary price in the recent, regular course of business.

Wash N' Dri Names NC&K

Norman, Craig & Kummel, New York, has been appointed to handle advertising for Wash N' Dri, major product of Unexcelled Chemical Corp. which was recently purchased by Colgate. The agency already handles Veto and Poise deodorants, Cashmere Bouquet and other Colgate products. Wash N' Dri's last agency of record was Warwick & Legler.

Storer to McCann-Marschalk

Storer Broadcasting Co., Miami, has named McCann-Marschalk, Miami, to handle corporate advertising. Peter Finney Advertising Co., Miami, formerly had the account. Stanton P. Kettler, Storer exec vp for operations, said that each of Storer's seven radio and five tv stations will retain its present agency in its local market.

'We'll Try All Kinds of Things' on Pay TV, Hayward Says

CHICAGO, March 14—A few more ideas of what Hartford viewers will see when the pay tv experiment begins there later this year were revealed here last week.

Leland Hayward, Broadway producer and consultant on the project, told the Investment Analysts Society of Chicago that RKO-General, which is running the test, would probably present news coverage in depth, formal courses in language and other subjects, and children's shows based on classic stories, in addition to dramas, movies and sports events.

"We're going to try all kinds of crazy things—experiments—to find out what the people want," Mr. Hayward said.

Mr. Hayward appeared on a panel with T. F. O'Neil, president of RKO-General, and Joseph S. Wright, president of Zenith Radio Corp., whose Phonevision system of over-the-air transmission will be used in the three-year test.

■ Mr. O'Neil indicated that the backers will attempt to present fine programming at a lower cost by convincing the suppliers of entertainment that it is to their ultimate advantage to see the pay tv test succeed.

As an example, he said that if movie distributors would supply films to pay tv on the same basis as they do to movie houses—taking a percentage of the income—they could receive greater income from nationwide pay tv—when that becomes a reality—than they could through movie houses.

Mr. O'Neil told the investment analysts that he figured the break-even point for pay tv in Hartford was about $75 per set per year, figured on the basis of 50,000 sets.

Mr. Wright said he was unsure of the exact potential of pay tv. "But all of the market surveys that we have seen show that approximately 25% of the viewing public would be enthusiastic to have the service, and at least another 25% indicate that they probably would like to have it," he said.

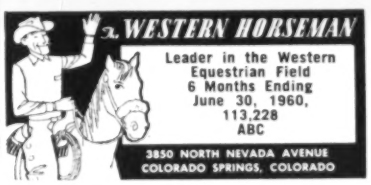
■ "While Zenith's equipment and systems are going to be the last word in electronic distribution, the public will either be buying or ignoring specific programs; and the only way to make this business successful is by doing an outstanding job of programming. This means not only obtaining the cream of the new Hollywood product and of the stage and concert hall, but merchandising it in an attractive way," he said.

Mr. Wright noted that Zenith believes nationwide use of pay tv would stimulate sales of color sets and receivers with larger screens, since people would want to get the most enjoyment out of pay tv fare. #

ANTIQUE SCORE—*Carillon Importers, New York, launched a series of b&w page ads for Antiquary Scotch whisky with this one in The New Yorker March 4. The figure was created by Tomi Ungerer; Chester Gore Co., New York, is the agency.*

Burnard Heads Lanolin Int'l

John M. Burnard, formerly director of marketing of Miles Laboratories Pan American Inc., has been named director of international operations of Lanolin Plus, New York.



Fort Wayne Has More Buying Power Per Family Than Any Other Metro Area In Indiana*

Here Are The C.S.I. Facts

Fort Wayne $7,484
Indianapolis $7,139
South Bend-Mishawaka $6,993
Gary-Hammond-East Chicago $6,528
Evansville $6,012

*26TH IN NATION

SOURCE: SRDS Feb. 15, 1961

WRITE FOR FREE 15-COUNTY MARKET FACTS BOOK

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Dixon Seeks to Speed FTC Work

(Continued from Page 1)

pledge aggressive enforcement of FTC's powers in the advertising field.

"With respect to advertising," he told the committee, "FTC has its fullest responsibility. False advertising hurts the consumer, and it is also a tool of monopoly, for false advertising can help a company acquire a substantial share of the market."

Mr. Dixon was pressed to explain his feeling about portions of the 1958 Kefauver committee report on administered prices in the auto industry, which declared that advertising once performed "a socially desirable" purpose by building the market for cars, but now merely adds to the cost of cars, by shifting prospects from one make to another.

Under committee questioning Mr. Dixon said he regards this as an appropriate description of the role of advertising on the auto industry, on the basis of testimony which the committee received from competent economists. "It was their testimony," he said, "that the significant way to increase auto sales is to reduce prices."

■ As for his feeling about advertising, he told the committee, "Without advertising, much of our mass production could not have happened. Even if you made a better mousetrap, without advertising you couldn't sell it."

Sen. Norris Cotton (R., N.H.) expressed fear that the "socially desirable" concept might color Mr. Dixon's approach to advertising problems at FTC. "FTC's job," the nominee replied, "is to keep advertising honest. FTC acts on the basis of law. Whether advertising is expanding the market or decreasing it, or whether advertising is socially desirable wouldn't be to the point."

Time and again he returned to what is clearly his most overriding ambition: To pull together "the beginning date and ending date" of FTC's cases.

■ Mr. Dixon outlined extensive plans for reorganization of the commission, which he hopes to sell his four colleagues:

• **Cut down the present bureau of investigation.** Under existing arrangements, the bureau "is the center" of the commission, "yet it does not have the trial experience" to qualify it for all the responsibility that it is trying to exercise, he told the committee. As a result, he said, "Papers are worn out by handling them too much."

Under his plan the development of cases will be centered in three bureaus, one for deceptive practices cases, a second for restraints (anti-monopoly), and a third for textile labeling. The bureau of investigation will function largely as a field organization, doing "leg work."

• **Break the trial examiner bottleneck:** One of FTC's most critical problems, he told the committee, is that it has only 15 hearing examiners to handle all the cases that go to trial. They are at least three years behind in their work, he said.

• **Eliminate long delays:** He told the committee he proposes to establish a procedure by which a case will be designated for trial, with the trial continuing until all the evidence is in. As an indication of what he has in mind, he cited the rules of administrative procedure in the federal courts, where cases are designated for trial, and the trial completed at a single session. #

FTC Finds Protective Shield Ads Deceptive; Alcoa Accepts Decree

(Continued from Page 1)

nothing untruthful about the invisible shield ads.

Commissioner Kern wrote that it is unnecessary to rely on "visual innuendo" to find that the Colgate ad implied complete protection.

"The audio portion of the commercial specifically claims that Colgate's Gardol forms an invisible protective shield around the teeth and states that this protecion is the same as that afforded the announcer by the invisible shield in the commercial.

■ "The picture accompanying this statement plainly shows that the announcer was completely protected. The fact that the shield was not visible in the commercial is obviously respondent's method of indicating the manner in which Colgate's with Gardol works, which is not at issue in this proceeding."

Commissioner Kern noted that Colgate has been cooperative in the past and has admitted that no dentifrice provides complete protection. While it abandoned these ads, at an expense of more than $100,000, after the complaint was issued, the order is necessary because it has continued to insist the ads were not false.

He shrugged off Colgate's contention that it had no reason to believe FTC was dissatisfied with the ads, since there had been frequent consultation in the past. "There is no evidence that the commission's staff gave respondent any reason to believe its protective shield theme was not deceptive," he wrote. "To the contrary, respondent was advised by the staff on three occasions prior to the issuance of the complaint that its advertising, in which the protective shield was featured, was still under investigation."

■ The Alcoa order stems from a complaint issued Jan. 8, 1960, at the peak of the tv advertising cleanup drive (AA, Jan. 18, '60). It was based on a demonstration showing two hams side by side. The ham "protected by ordinary wrap" was dried out, while the ham covered with Super-Strength Alcoa Wrap was fresh and juicy.

In the complaint, FTC said that actually the "ordinary wrap" had been deliberately torn and severely wrinkled, and the ham covered by "ordinary wrap" had been aged longer than the ham covered by "Alcoa Wrap."

The order said the three companies must stop using demonstrations purporting to prove Alcoa Wrap's properties in preserving food or its strength when such proof is not actually given; and disparaging competitive products by untruthful statements or deceptive or misleading methods. #

No Pain Killer Is Fastest, Says FTC

(Continued from Page 1)

these claims by competing analgesics:

Anacin: "A far faster . . . faster . . . incredibly fast relief."

Bayer aspirin: "Bayer brings fastest relief."

St. Joseph aspirin: "Ready to go to work faster . . . than all three other leading pain relief tablets."

Anacin and Excedrin were both challenged on another point. Neither will relax tension or act as an anti-depressant, although both are, so advertised, FTC said.

FTC said ads covered by the complaints were used on radio and tv, in newspapers and magazines and other media. #

Last Minute News Flashes

ARF Unit to Propose New Media Evaluation Basis

CHICAGO, March 17—The audience concepts committee of Advertising Research Foundation, in a report to be published within the next several weeks, is recommending a concept of "perception" as more valid than media circulation, ad exposure and other conventional measurements as a basis for media comparisons. "Perception," consisting of all reactions (of people exposed to given ads) that would not have existed without this exposure, was termed the "purest" measure to an advertiser of the combined effect of his ads and the media used. The group admitted that the concept cannot be stated precisely in terms of a statistical device and that it is not an absolute measure of media effectiveness but stressed that measurements commonly used are not directly useful to advertisers making media choices. The report was summarized last night by Dr. Seymour Banks, vp of Leo Burnett Co. and committee chairman, at a meeting of the Chicago chapter of the American Marketing Assn.

Booraem Resigns as Ogilvy Broadcast VP

NEW YORK, March 17—Hendrik (Hank) Booraem Jr. is resigning April 1 as vp in charge of the broadcast department of Ogilvy, Benson & Mather.

Klein Succeeds Manheimer at Macfadden

NEW YORK, March 17—Frederick A. Klein, formerly co-publisher of West Park Publishing Co., has been appointed vp and general manager of Macfadden Publications, succeeding Irving S. Manheimer, recently advanced to board chairman (AA, Feb. 27) via purchase of Macfadden by Bartell Broadcasting Corp.

Wiley Acquires Agency, Forms Wiley-Kiernan

NEW YORK, March 17—Walter Wiley Advertising has bought out its affiliate, Frank Kiernan & Co. The operation, at 15 William St., will be known as Wiley-Kiernan Inc. Ownership rests with Walter Wiley and Mrs. Dorothy F. Wiley. Mr. Wiley is president, while J. Russell Kiernan is chairman. Combined billings were put at $1,000,000.

Senator Errs on Ads: U.S.; Other Late News

• **The U. S. Defense Department** today labeled as "far in excess of the true figure" the $500,000,000 tag which Sen. Howard Cannon (D., Nev.) said was spent on government-paid advertising done by defense contractors *(see story on Page 10)*. Deputy Assistant Defense Secretary Graeme C. Bannerman said a spot check turned up no instances where companies were charging the government for non-allowable ads.

• The **Federal Communications Commission** has asked the Justice Department to bring contempt action against Music Corp. of America witnesses who refused to talk about arrangements with talent, tv producers, and networks at a Los Angeles hearing last week.

• **Procter & Gamble** will sponsor a closed circuit telecast for dentists in 36 cities April 26. The postgraduate educational program—the first of its type ever presented for the dental profession—will originate from the University of Pennsylvania School of Dentistry and the University of Southern California. P&G's commercial messages (presumably for Crest) "will be limited to a single, brief segment during the 90 minutes," according to the American Dental Assn.

• **Thayer Laboratories,** a division of Revlon Inc., New York, has named Casper Pinsker, onetime direct mail specialist, and more recently owner of a recording company, to succeed Emanuel Goren as general manager. Mr. Goren said he will announce his future plans in several weeks.

• **William E. Holden,** vp and director of Doherty, Clifford, Steers & Shenfield, will join Fuller & Smith & Ross, New York, May 1 as senior vp, board member and manager of the New York office. Mr. Holden replaces Ralph Nicholson, who recently was named Assistant Postmaster General.

• **Sudler & Hennessey,** New York, citing "a difference of opinion concerning agency responsibilities," has announced the resignation of the Music Corp. of America (MCA) account, which it added last year. One of the agencies in contention for the business is Ritter, Sanford, Miller & Kampf. At the same time, the Sudler agency announced acquisition of Hamilton-Electrona Inc., distributor of a new electron beam welding and drilling unit developed by Germany's Carl Zeiss. The unit is being made here by United Aircraft's Hamilton Standard division. Hamilton-Electrona was previously handled by Wilson, Haight & Welch, Hartford, the Hamilton Standard agency.

• **Macbeth Corp.,** Newburgh, N. Y., manufacturer of electronic instruments for the measurement of light, has named Hazard Advertising Co., New York, as its agency.

• The **Federal Trade Commission** changeover will take place this weekend, with Paul Rand Dixon assuming the chairmanship and Earl Kintner leaving for private law practice in Washington. The Senate rushed through Mr. Dixon's confirmation this week so he can represent FTC at budget hearings March 20.

• **Walter A. Schwartz** has been named national radio sales manager of Westinghouse Broadcasting Co., New York, replacing Perry Bascom, who some time ago was appointed general manager of Westinghouse's KYW, Cleveland. Mr. Schwartz formerly was head of the Detroit office of AM Radio Sales, a Westinghouse subsidiary.

• **General Foods** is testing Post Instant Brim in Albany, Schenectady, Troy and in other regions, via tv spots and cut-ins in GF network shows and newspaper r.o.p. color pages. Brim ("breakfast in a glass") is a powder that supplies vitamins and minerals when milk is added, GF said. It won't be marketed as a weight reducer. Young & Rubicam is the agency.

• **H. J. Heinz Co.,** Pittsburgh, apparently is ready to hit the U. S. market with a new dehydrated tomato soup, AA learned this week. Heinz officials would not confirm introduction of the new product. The company already markets dehydrated soups in Scotland and in Canada. Maxon Inc., Detroit, is the Heinz agency.

• **Producers of the Garry Moore** show on NBC-TV were denied a petition for a permanent injunction to prevent Carol Lawrence from appearing on a Bing Crosby show over ABC-TV March 20. The contractual dispute was heard in New York country supreme court. General Motors will sponsor the Crosby show.

Epithet Rivalry . . .

Falcon Futura to Be Ford's Reply to Corvair Monza

Pontiac, Buick, Olds Also Ready Sporty Lines to Hypo Spring Sales

DETROIT, March 16—Makers of five compact car lines soon will announce their own versions of sulphur and molasses—a spring business tonic in the form of sporty new models. The new compacts are special prescriptions to end winter doldrums and perk up lagging sales.

First on the market will be Ford's Falcon Futura, a two-door sedan with bucket front seats and a Thunderbird-like console between the seats. The Futura, which will be announced at a press conference March 20, will be available after April 15.

Ford will launch the Futura, billed as the "compact cousin of the Thunderbird," the week of April 20. Four-color pages in *Life, Look, The New Yorker, Parade, Playbill, The Saturday Evening Post, Sunset Magazine* and *This Week Magazine* will announce the car. These will be augmented by a campaign in 106 newspapers in 60 major markets, tv commercials that week on the Tennessee Ernie Ford and "Wagon Train" shows, and a special schedule of radio spots.

Other makers are expected to cut loose similar introduction campaigns, but no plans have been announced.

■ Futura and the other new compacts obviously are going after some of the lucrative market that Chevrolet's Corvair Monza now is getting. Monza currently accounts for more than 46% of total Corvair production.

Mercury's Comet S-22, like the Futura, will feature bucket front seats and a beefed-up interior in a two-door hardtop model. Mechanically it will be no different from the regular Comet series.

Buick, Oldsmobile and Pontiac will follow in early May with sports compacts—also, two-door models with bucket front seats.

■ Pontiac will unveil its new Tempest model April 1 at the International Auto Show in New York. No special name is being given to the new Tempest version. Buick and Oldsmobile, however, may come out with stimulating names such as Skylark and Cutlass.

No special spring "booster" models are expected from Chrysler Corp., although Dodge did make a running change recently on its Dart and Polara tail lights to make them more attractive. #

Bristol Reelected Chairman of Advertising Council

Lee H. Bristol, chairman of Bristol-Myers Co., New York, has been reelected chairman of the Advertising Council. He has served on the council board since 1945. Reelected vice-chairmen were Leo Burnett, chairman of Leo Burnett Co., Chicago; Edwin W. Ebel, vp of advertising of General Foods Corp., New York; and Edward C. Von Tress, senior vp of Curtis Publishing Co., Philadelphia.

L. L. Schmidt Elected President

Lorenz L. Schmidt has been elected president of Schmidt Lithograph Co., San Francisco, succeeding Carl R. Schmidt, who has been named chairman of the board. The new president was formerly exec vp and general manager.

Tire Sales Deals With Gas Stations 'Unfair,' Says FTC

(Continued from Page 3)

companies, on combined sales totaling $47,000,000.

Chairman Kintner wrote that although both oil companies have tried vigorously to create an image of the typical lessee-dealer as a stoutly independent business man, able to close up show as a Shell or Atlantic lessee on Saturday night and reopen down the street in some other oil company's station on Monday morning, "the record as a whole suggests that this is a romanticized picture of a small business man who is, more often than not, in a woefully weak bargaining position *vis-a-vis* his oil company lessor."

The coercion of dealers, according to the decision, was really only a symptom of the more fundamental restraint in the sales commission system itself, FTC argued. "The more dramatic and immediate impact of this system, to be sure, is upon retail service station dealers of Shell and Atlantic and other oil dealers similarly situated. Their freedom to buy and sell is shown to be less complete in practice than in theory.

"Yet from the point of view of the anti-trust laws, it is the devastating competitive effects of the sales commission system on competitors of Firestone and Goodyear which raises the most grave question."

■ While the commission arrangements were not exclusive franchises, "joint merchandising" with the oil companies gave the Firestone and Goodyear people a prime advantage over other rubber companies, FTC found. They got advance word about new stations, and were in a position to solicit the initial stocking order, which amounts to as much as $3,000. They participated in cost-sharing promotions, like Shell's "banner day," and they had the use of Shell and Atlantic credit card facilities.

"Double teaming"—joint sales trips by oil and rubber company representatives—helped eliminate any chance of an outside brand getting into a station, the commission said. "One reason for this might be that the evaluation of Shell and Atlantic salesmen of dealers is a large factor when decisions are made on extending dealers' leases."

■ For the small tire companies, the sales commission plan inaugurates a "vicious cycle" of injurious competitive effects, FTC said. "Small companies are unable to compete in the first place for the contract because they lack widespread distribution at the wholesale and retail level; and yet the operation of the plan stands as a bar to future expansion of the smaller tire company's distributive systems since they are thereby foreclosed from a substantial segment of the wholesale and retail market."

A third case involving similar arrangements between Goodrich and the Texas Co. was also before the commission. Hearing examiner Kolb had recommended an order against the Texas Co., and dismissal as to Goodrich. FTC sent it back to him with a request that he get more information about the competitive effect of this contract, and then decide whether he wishes to change his own decision.

FIRESTONE WILL APPEAL FTC ORDER

AKRON, March 16—Firestone Tire & Rubber Co. said it will file an appeal of the cease and desist order of the Federal Trade Commission, outlawing the sales commission plan between Firestone and Shell Oil Co. #

Put Quality Shows in Prime Time; Cut Violence, Collins Asks

(Continued from Page 2)

try to get it."

■ Mr. Collins offered detailed suggestions as to how advertisers and agencies could help in this effort to improve prime time tv programming. This was his four-point appeal to buyers:

• "Realize the grave responsibilities that are involved in the tremendous power that radio and television wield over men's minds.

• "To the extent to which you influence program material, place your force and influence on the side of quality and integrity. Be less concerned with squeezing the last decimal point from a program rating.

• "Be sure your advertising copy meets obvious and acceptable standards of good taste. These standards are not so nebulous as some people would have them seem. . .

"You and I quickly can appreciate advertising copy which is original, creative, fresh and vigorous. And you and I quickly can detect advertising copy which falls below the standards of acceptable taste—that panders to the cheap, the vulgar and the lewd, that stretches the truth by saying or implying things that are not quite so, that deliberately misleads simply for the purpose of making a fast buck. . .

• "Support the efforts of broadcasters who are trying to improve the quality of their services. Give this support by doing business with those who adhere to the industry codes." #

National BBB Raps Denver Truth Drive as Rule Violation

(Continued from Page 1)

Phoenix.

The memorandum also pointed out that such an emblem "would lead the public to believe that it can with confidence trade with those displaying or advertising this emblem, when such may not always be the case. Those businesses not displaying the emblem would be mentally blacklisted by the public.

ADCLUB PLANS RESPONSE

DENVER, March 15—Jim Austin, of *Colorado Rancher & Farmer*, president of the Denver adclub, said his group was "not ready to take a stated position" on the matter. W. Dan Bell, general manager of the Denver BBB, will respond to Mr. Foster at the adclub's March 30 meeting. #

'Farm & Ranch' to Reduce Circulation Guarantee

Farm & Ranch, Nashville, will reduce its circulation guarantee by 40,000, to 1,100,000, effective with its July issue, and to an even 1,000,000 circulation effective with its January, 1962, issue. Tom Anderson, publisher, said these are the second and third steps in a long-range plan to bring circulation volume into line with major reductions in farm population. The magazine previously had reduced space rates and cut 150,000 from the guarantee with its January issue. Rates will not be reduced in mid-1961.

SUCCESS STORY—*Ted Cramer makes the presentation which won the North Carolina tourism and industrial development account for Bennett-Advertising, High Point.*

N. Carolina Shifts $375,000 Account Back to Bennett

(Continued from Page 1)

able billings and is awarded for a two-year period, beginning July 1. Three agencies have held the account in its 24-year existence: Eastman-Scott, Atlanta; Bennett, which lost it four years ago after an eight-year tenure; and present agency, Ayer & Gillett, of Charlotte, one of today's finalists.

The six-man advertising committee of the Board of Conservation & Development paid rapt attention to the presentations; there was a tie vote on the first ballot.

■ The occasion provided a rare opportunity for outsiders to observe intimately a series of competitive presentations for a single account, plus the detailed thinking of a grass-roots ad committee as it painstakingly worked its way to a decision.

Also present during the ten-hour session were Charles Parker, state advertising director; the director and assistant director of the Board of Conservation & Development; staff members; reporters from three state dailies, a representative of ADVERTISING AGE; and the six-man executive committee of the state board, who did not hear the presentations but arrived late in the afternoon, as the balloting was about to begin.

Only the advertising committee voted. The first ballot produced a tie between the incumbent, Ayer & Gillett, and Bennett-Advertising. At this point one suggestion was for the executive committee to break the tie. But before that could be acted upon Mr. Parker was asked for his comments on the two agencies.

He had been silent most of the day, on the theory that he would have to work with whatever agency was selected and did not want to express any leanings. Now he spoke out, and his remarks swung the vote to Bennett.

■ Earlier, at the conclusion of the formal presentations, the committee had adjourned for what was to be a social, but private, lunch. It was obvious when they returned, after an hour and 45 minutes, that the talk hadn't all been social, because the group had compiled a list of four agencies they wanted called back for further questions. The four: The Charlotte office of Cargill, Wilson & Acree, Richmond; Kastor, Hilton, Chesley, Clifford & Atherton, New York; Bennett-Advertising; and Ayer & Gillett.

The committee chairman, Hugh M. Morton, explained to all nine agencies (the other five were Stephen Goerl Associates, New York; Hege, Middleton & Neal, Greensboro; Harry Gianaris & Associates, Charleston, S. C.; Graem Yates Advertising, Charlotte; and Dorr M. Depew Advertising, Charlotte) that this didn't mean the four were finalists.

"We already know all we need to know about the rest of you," based on their presentations and the questionnaires they had answered earlier, Mr. Morton said.

But from that moment on, none of the five agencies entered the deliberations.

■ In the recall, the queries took this line:

• Kastor, Hilton was asked how much time state people would have to spend in New York and how much agency executives would be in Raleigh.

(Each non-local agency had said earlier it would open a Raleigh office if chosen.)

• Bennett-Advertising was questioned intensively about its internal and external pr facilities; the dividing line between free and charged-for pr work (out-of-pocket expenses out of North Carolina and fees on extended trips would be asked for).

The committee wanted to know the authorship of a taped singing commercial that highlighted the earlier presentation and played a major role in Bennett's selection. Account executive Ted Cramer, who had delivered the agency presentation, was the lyricist, and New York musician Don Elliot (who scored Broadway's "Thurber Carnival" and other plays and tv shows) was the composer, the committee was told.

• All four agencies were asked pointedly about facilities and manpower available in Raleigh, but in the recall quiz of Ayer & Gillett, political undercurrents involved in this state account also became apparent.

It was no secret among observers in the Tarheel capital that political favoritism may have played a dominant role in the previous selection of Ayer & Gillett, and that it might do the same in the reappointment of Bennett. Such reports had already circulated in the daily press, and some of the reasons—justified or not—were readily apparent.

Ed Rankin, manager of Ayer & Gillett's office, was a former secretary to Luther Hodges, former governor and now Secretary of Commerce. Mr. Rankin also worked, simultaneously, for John Harden Associates, public relations counsel to Gov. Hodges. Mr. Harden, among other activities, had worked on Gov. Hodges' well-publicized trade mission to Europe last year and had accompanied him on the trip.

Secondly, Ted Cramer, of Bennett, had handled radio and tv publicity for the present governor, Terry Sanford. The governor has said that he paid Bennett for all its services, but nevertheless, statehouse talk had the $375,000 plum "all sewed up" for Bennett.

■ This and a lot of other political talk bubbled over at the committee meeting, when Roy Wilder, assistant director of the Board of Conservation & Development and a Gov. Sanford campaign worker, pointedly asked Mr. Rankin, "Do you work for John Harden or do you work for Ayer & Gillett?"

Mr. Harden and Mr. Rankin combined forces to explain that Mr. Rankin, although he is a Harden employe, works for both; in fact, the Ayer & Gillett and Harden Associates names both appear on the door of the Raleigh office.

Mr. Wilder wondered if there was any truth to the "gossip that you [Ayer & Gillett] had to hire Harden if you wanted to get the account?"

"No sir, that's not true," said Mr. Ayer. "That's the first time I've heard that."

Mr. Wilder asked, "Does Ayer & Gillett work for John Harden Associates, or does John Harden Associates work for Ayer and Gillett?"

"John Harden Associates works for Ayer & Gillett," replied Mr. Ayer.

■ Following the four-agency quiz, the approximately 30 admen camped hopefully outside the locked committee room door in the Sir Walter Hotel.

Inside the room, talk turned to creativity, communications, and compatibility, and how each of the agencies stacked up.

"I feel like it's the end of the Civil War," Mr. Morton said at last. "We've been divided and conquered and have no leadership. I guess we just better pass out the ballots and count your vote."

The vote was three to three—Ayer & Gillett and Bennett.

Someone said: "Let's ask Charlie Parker again. After all, he's got to work with them."

Mr. Parker stood up. "Of course I would work with any agency that we presented," he said. "The agency I was leaning toward didn't get a single vote."

He then said that there seems to be a "custom these days" to switch agencies and "spread the account around." A new agency provides "new talent" and sometimes new creative ideas, he said.

"Ayer & Gillett is perfectly qualified to handle the account. Bennett is the largest agency in the state. I can work with them."

■ The committee man who asked for Mr. Parker's views spoke out: "You've given us the direction we needed, Charlie. Let's vote again."

It was five to one, for Bennett. #

Dairy Group Hits Magazines Using 'Scare' Articles on Nutrition; Cuts Back Schedules

CHICAGO, March 14—Charging that some magazines have been exploiting articles on nutrition and diets, M. J. Framberger, general manager of the American Dairy Assn., yesterday urged magazines to make a closer examination of such stories to determine if such stories are in the public interest.

In a talk before the Agate Club of Chicago, Mr. Framberger charged that a number of stories on nutrition and crash diets have appeared in some magazines which were detrimental to the readers of those publications.

He lashed some of the magazines for "premature reporting" and "irresponsible journalism" and charged that "scare articles are being exploited in the circulation race."

■ While making it clear that the ADA will not try to influence the editorial matter in magazines, he added that the ADA will advertise only "in magazines which have respect for editorial integrity."

In discussing other problems faced by the dairy industry, Mr. Framberger asserted that "mounting rate schedules have forced us to concentrate in fewer magazines." He added that "this trend can be dangerous to you and us."

■ The ADA invested $2,306,851 in magazines in 1960—more than twice as much as it spent in the medium in 1959, Mr. Framberger said. He said that ADA has invested $15,000,000 in magazines in the past ten years.

ADA will use more public relations this year and will concentrate on teen agers, he said. Sports booklets will be issued in an effort to get the attention of the teen market. #

Short of crippling storm or catastrophe...

Nothing stops nearly two million New Yorkers from leaving home and loved ones, hustling to the nearest store or stand, digging down in their change pockets—and buying the New York News. Every day in the year!

Nobody has any obligation to buy this newspaper. Carrier delivery is limited largely to the suburbs.

But more than 90% of News circulation is delivered by News drivers, who dump the papers off trucks. Dealers display them. People come and get them. The largest newspaper circulation in these United States is a self-shopped cafeteria copy-for-copy *buy!*

And it is read by 4,700,000 people every day (Profile-2nd Edition). More people with good jobs, high incomes, owned homes, kids and college degrees than any other New York City newspaper can give you.

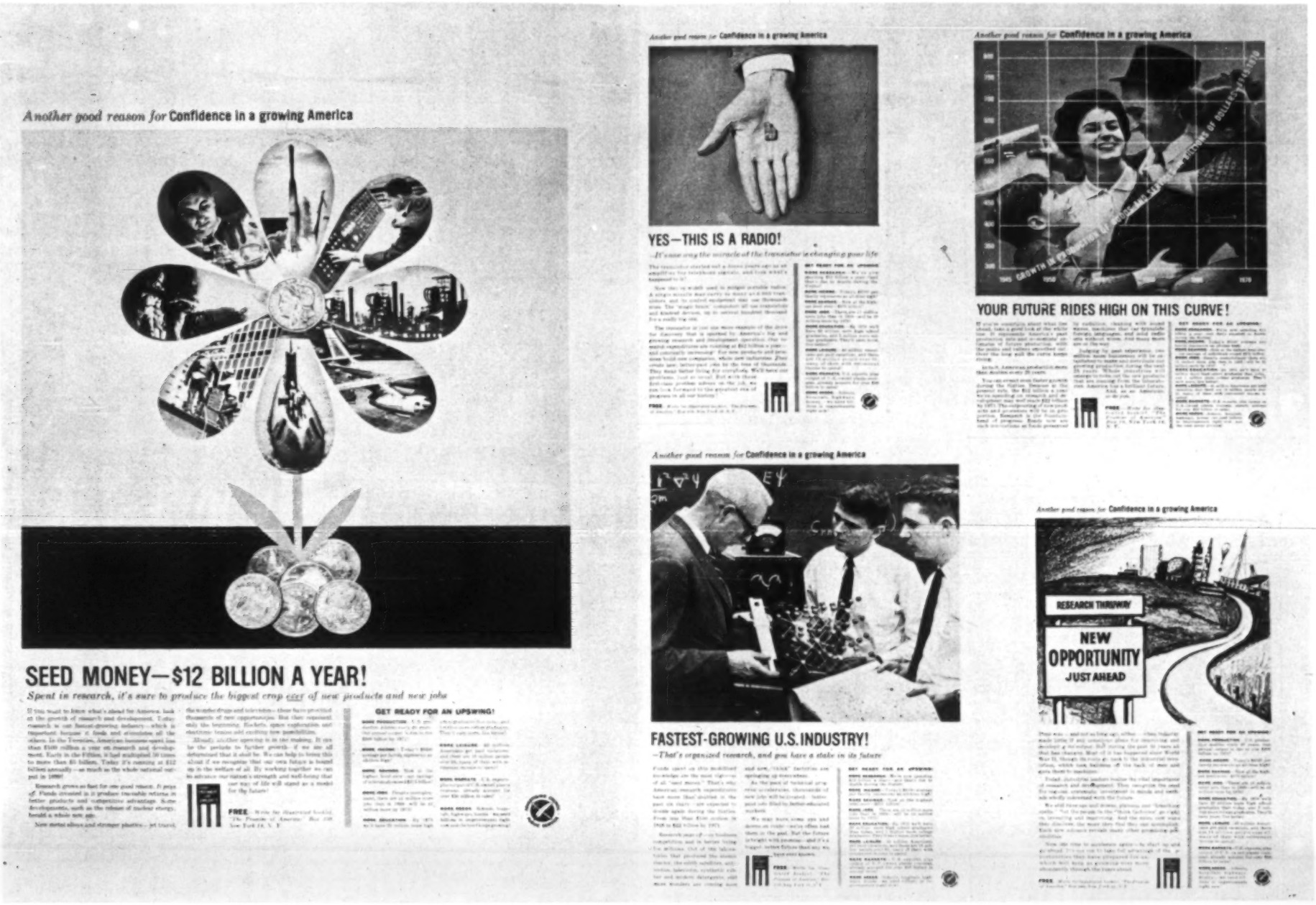
When you can put your advertising in such a newspaper, with such coverage, in such a market as New York, at such a low rate —what are you waiting for?

THE NEWS, ***New York's Picture Newspaper***

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—3 & 5 Warwick House St., London, S.W. 1, England

Advertising Council Readies New Campaign to Stress Confidence in a Growing America


Another good reason for Confidence in a growing America
SEED MONEY—$12 BILLION A YEAR!
Spent in research, it's sure to produce the biggest crop ever of new products and new jobs
GET READY FOR AN UPSWING!
Another good reason for Confidence in a growing America
YES—THIS IS A RADIO!
—It's one way the miracle of the transistor is changing your life
Another good reason for Confidence in a growing America
YOUR FUTURE RIDES HIGH ON THIS CURVE!
Another good reason for Confidence in a growing America
FASTEST-GROWING U.S. INDUSTRY!
—That's organized research, and you have a stake in its future
Another good reason for Confidence in a growing America
RESEARCH THRUWAY
NEW OPPORTUNITY JUST AHEAD

ALL READY FOR USE—*The Advertising Council has prepared a complete kit of materials for a new "Confidence in a Growing America" campaign to help overcome recession thinking. Mats of the newspaper and magazine ads shown here, in a variety of sizes, are available without charge to advertisers, agencies, and media. Also available for the asking are complete kits, including a variety of radio and television announcements and film spots, ads and editorials for house magazines, drop-in spots for ads, logotypes, etc. Copies of the basic book upon which the campaign is based, "The Promise of America," are also available without charge, and bulk orders for quantities to be distributed to employes and others may be had for a nominal charge. Write to The Advertising Council, 45 W. 45th St., New York 17, or to Advertising Council offices in Chicago, Los Angeles, San Francisco or Washington. Materials in the "Confidence" campaign were developed by McCann-Erickson, working as a task force agency with campaign coordinator Robert M. Gray, manager of the advertising-sales promotion division of Esso Standard Oil Co.*

$250,000 TV Drive Backs Dell Comics Contest, Premiums

NEW YORK, March 15—The comics book industry's biggest safari into tv—a $250,000 venture via 36 major markets—is being launched today by Dell Publishing Co. The promotion kicks off a Dell comics contest and trading post premium program to small fry.

Theme of the comics contest is, "Who is your favorite Dell comic character . . . and why" in 25 words. Participants must send along two Dell "cover strips"—a portion that bears Dell's new seal—to have a chance to win any of 3,000 prizes. The contest ends June 30.

■ Under the trading post premium plan, youngsters can order 12 different items by sending in a specified number of cover strips plus cash.

Through Fuller & Smith & Ross, New York, the combination animation-and-people tv spots will run weekdays and Saturdays for eight weeks. #

Webb Elects Lund to Board

Bert O. Lund, advertising manager of the *Farmer*, has been elected to the board of Webb Publishing Co., St. Paul.

Late Billings Reports in From Four Overseas Agencies

Four late billings reports have been received from overseas agencies. Agence Yves Alexandre, Paris, reported 1960 billings of $7,900,000, compared with $7,200,000 for 1959. The agency added five new accounts and placed 54% of its volume in print media.

Hijos de Valeriano Perez, Madrid, reported billings of $1,500,000 for 1960, compared with $1,120,000 in 1959. The agency added four new accounts and put 40% of its billings into newspapers. Australia's Goldberg Advertising billed $3,814,338 in 1960, compared with $2,631,953 in 1959. It added four new accounts and put 64% of its billings into newspapers. Tal & Ariely in Israel billed $1,100,000 in 1960, compared with $775,000 in 1959. Newspapers took 49% of billings. ADVERTISING AGE reported on the billings of more than 200 foreign agencies in its Feb. 27 issue.

Hain Foods Names Weinberg

Hain Pure Foods, Los Angeles, has appointed Milton Weinberg Advertising Co., Los Angeles, to handle its advertising. Hain is planning a newspaper and health food magazine campaign for its foods, which are sold exclusively through health food stores.

TV Specials Not Very Special; Cutbacks Loom

(Continued from Page 3)

ized this approach was a mistake and, during the 1960-'61 season, didn't set aside any weekly periods for them, Mr. Hollender pointed out. He said it was obvious there will be a sharp decline in the number of specials next season, with the cut amounting to 60% or more.

With most specials, not enough attention has been given to time-slot selection, Mr. Hollender said.

Grey's philosophy has been to run only specials with personalities or formats so exciting that both networks and the regularly scheduled show sponsor have been willing to give up good time periods.

HOLLENDER COMMENT AGREES WITH NETS'

NEW YORK, March 14—As ADVERTISING AGE reported last month, some of the bloom is off the specials for the networks, too (AA, Feb. 20).

Columbia Broadcasting System has informed advertisers that there will be fewer pre-emptions for specials in the 1961-'62 season. This move is being taken to keep the highest possible rating levels for the regularly scheduled shows. Pre-emptions will be for the kind of programs that CBS feels will be special enough "to enhance rather than diminish" the value of the time periods involved.

National Broadcasting Co. remains a strong specials booster, but it will cut the number of specs to spark interest in those that remain. And no weekly specials are planned.

American Broadcasting Co. preempts only for what it considers major news, public service or entertainment attractions. #

Cash Named to KTVI Post

Charles H. Cash Jr., formerly promotion manager of WSM-TV, Nashville, has been appointed director of sales promotion of KTVI, St. Louis tv station, effective April 10. He succeeds Don. B. Curran, who has resigned to accept the new position of director of publicity and promotion of American Broadcasting Co.'s owned and operated radio stations.

Chilton Sets Income Record in '60; Net Profits Hit $1,090,796

PHILADELPHIA, March 14—A new alltime high in gross income and a substantial improvement in net profits were recorded by Chilton Co. in 1960, G. Carroll Buzby, president, announced in the company's annual report.

Gross income for the year was $18,103,752, against $15,291,324 in 1959, while net profit was $1,090,796 compared to $532,011 for the previous year.

In reporting on two new magazines acquired by Chilton, the company president reported that *Food Engineering's* circulation will be increased to 40,000 from 28,500. Initial reaction to *Marine Products Magazine*, he said, has been very encouraging. #

Estreich Heads TV Industries

Basil Estreich has been named president and chief executive officer of Television Industries, tv film distribution company, replacing Matthew Fox, who resigned. Mr. Estreich moved up from the post of senior vp. Mr. Fox, who left to devote his full time to Television of America, a subscription tv company, will retain his stock in Television Industries.

THE DAY LEONARDO DA VINCI DEVELOPED "THE ABSOLUTE WEAPON"

Some 500 years ago, give or take a few, one of the world's first design engineers applied noncircular gears to the crossbow for added tension and power. Social and religious groups were horrified. "It's the absolute weapon!" they screamed. "There is no defense!"

We could, we suppose, have called this "The Case of the Cockeyed Gears." Just look at them! But then listen to PRODUCT ENGINEERING'S editors . . . "*Noncircular gears are not new—but generally are not understood, or employed very frequently. Yet they offer distinct advantages over linkages and cams. Here's a . . .*"

This is the foreword to another of PE's exclusive "Special Reports." Others you may have heard your customers talking about include "Computers in Design"..."Which Decision-Making Electrical Control?" ..."Heat Protectors for Electric Motors"..."Roller and Thrust Bearings" ..."Designtown, U.S.A."

"Why," *you* might well ask "*is such original, staff-written material found only in* PRODUCT ENGINEERING?" Because, intriguingly enough, the initial objective of PE's editors coincides neatly with your own initial advertising objective . . . *i.e. to develop readers.*

No newspaper news, no stale tips, no speeches, no roundups . . .

No textbook chapters, no rehash of old stuff, no souffle of technical society papers . . . these are a few of the "negatives" PE's editors are highly in favor of. On the positive side, they're just as tough:

"*We want the reader to recognize our content as all new—that he will be seeing it for the first time as he reads it in* PRODUCT ENGINEERING. *We seek exclusive material—previously unpublished anywhere—and with growing emphasis on staff-produced content.*" (Manufacturers who have worked with our editors on joint projects understand and respect this policy.)

How does the reader react? Strictly from hunger, See . . .

In 1959 we offered reprints of 65 hard-core, design engineering articles. During the year, these articles brought more than 180,000 *individual* requests—an average of 2,800 requests per reprint. Over 22,000 *individual* requests for just one series of editorial reprints . . . over 13,000 for another . . . over 7,500 for another . . . over 4,000 for several more. Are you impressed? Believe us, we are!

Like some more stimulating statistics? Better than 2 out of 5 PRODUCT ENGINEERING subscribers have been reading this publication from 3 to 6 years. Better than 1 out of 3, from 6 to 10 years. *3 of every 4 read every issue.* 89% average 3 or better issues per month. Surrender?

Perhaps you've got an "absolute weapon" here in PRODUCT ENGINEERING . . .

Could be that some of the principles of noncircular gears apply. Certainly the curves are fascinating. Circulation, for instance, *from 36,000 to over 50,000 since PE went weekly.* In the past ten years, an increase in average net paid subscriptions on every six-month ABC report without a miss. And talk about "wantedness"... *unsolicited mail subscription sales doubled from '58 to '59—tripled in 1960!*

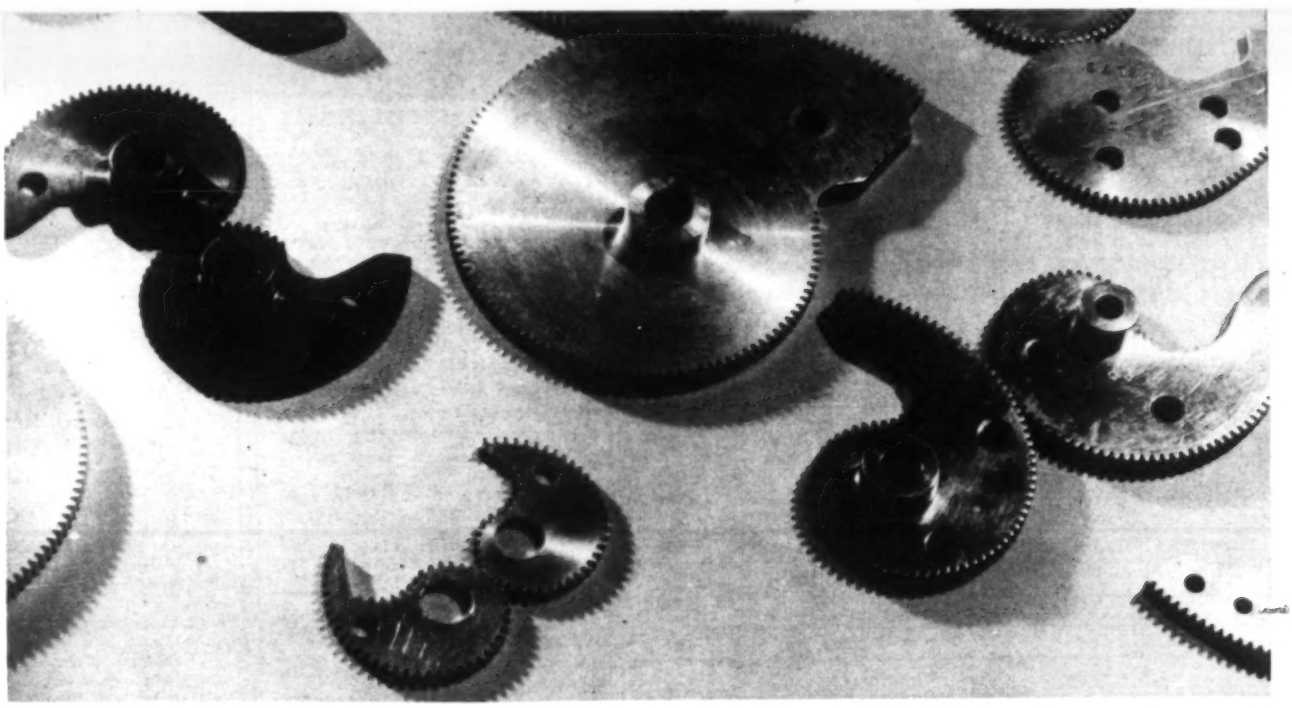
How about the inquiry curve? Sort of seductive. In three fast years (from monthly to weekly issues), Reader Service Cards received-per-month multiplied 700%. Each weekly issue now produces almost double the number of cards produced by each monthly issue. And on top of this, advertisers tell us that *PE generates more letterhead inquiries than any other OEM publication.*

How to keep your advertising from going around in circles

Cockeyed, or otherwise. Because the straight and shortest line between your product and a bonafide design engineer prospect is PRODUCT ENGINEERING. This, remember, is the publication that *leads design thinking.* Everything PE's editors do *(and there are more editors doing more here than any other magazine in this market)* makes your advertising job that much easier to do. The harder they work, the easier your advertising works.

This is a personal, provocative publication for *thinking* readers and *thinking* advertisers. No, it's not as effective as your best salesman across the desk from your best prospect, but used properly, it can be a close second . . . and it gets in to see a lot of busy design engineers your men can't catch up with. What's more, it is big enough, responsible enough, and so well-read and highly regarded, that it can do your total job in this field.

So if you, too, want to lead design thinking *in your direction* . . .



PRODUCT ENGINEERING

". . . it leads design thinking!"

McGraw-Hill Weekly for Design Engineers ABP ABC 330 W. 42D ST., NEW YORK 36, N. Y.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 — 49,928

HELP WANTED

ASSISTANT PROMOTION MANAGER THE WASHINGTON POST

Creative self-starter with proven ability to write well and fast—who knows layout and can develop and direct production of editorial and advertising promotion.

We want an experienced and conscientious fellow around 30 who is a good speaker, likes to work with people and will apply himself to all phases of newspaper promotion and public relations.

This is an excellent opportunity with one of the world's most honored and respected newspapers. Good salary, private office and generous benefits to man who qualifies.

Write, enclosing resume, photograph and salary requirements to

Personnel Manager
The Washington Post
1515 L Street, NW
Washington 5, D.C.

ADVERTISING SALES POSITION OPEN

For a young man with an earnest desire to hit the top as an advertising space salesman here is a real opportunity. A publisher's representative organization in Chicago with a list of some of the finest business magazines has an opening for a man to assist in a sales territory. He should be under 30, have good educational and family background, sales experience and be willing to travel. Compensation will be salary and expenses with commission arrangement when qualified. Please give complete information on points outlined when replying.

Box 4666, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"Space representative. Excellent opportunity in building construction field for a creative, hard-working man desiring future with one of the largest publishing companies in the country. Territory New York-Pennsylvania. Salary open. Send resume and reply to

Box 4669, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISPLAY SALESMAN

Experienced for New York and surrounding territory. With good contacts and following. Must be producer with volume sales record. We manufacture vacuum-formed displays in full color, silk screen, or litho, and have creative dept. Drawing acct. against commission. Chance to be sales mgr., if you do job. Also interested doing custom vacuum-forming work outside display field. Write full details for appointment. Write

Box 4672, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPYWRITERS

Small agency, mainly industrial, needs reliable help with peak loads throughout the year. All you need is a good, imaginative approach and some spare time that isn't making you any money. Don't snow us under with fancy presentations . . . just send basic information about yourself and what you've done. Pick your two or three best samples . . . we'll return them.

Box 4675, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

Layout Artist 4A Agency with consumer and industrial accounts. No chance for boredom. Many rewards, financial and otherwise. Profit sharing. Send full details, experience and salary.

Edward C. Michener Associates, Inc.
1007 N. Front Street
Harrisburg, Pa.

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

Editor with background or interest in construction for challenging position with building publication. Able to mingle with architects, contractors, engineers; bring in field-written stories with technical facts correctly, concisely presented; photos by editor or arranged for. Located Chicago, some travel. Unprecedented opportunity. Salary commensurate with experience and ability. Writing samples will be returned. Submit resume to

Box 4658, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

IS HE HERE?

Expanding company has challenging opportunity for seasoned salesman to sell package Direct Mail Advertising Program to Chicago area companies. Art, copy layout helpful but ability and desire to sell vital. Salary & incentive compensation. Complete resume should include present earnings schedule. In confidence, of course. Write

Box 4679, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

Excellent opportunity for writer, 25-35, in advertising department of national finance organization, located downtown Chicago. Prefer college graduate with some experience in both broadcast and direct mail, but strong creative copy ability is our prime concern. Send complete resume and salary requirements.

Box 4680, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GROWING FLORIDA AGENCY NEEDS ART DIRECTOR

Be able to do crisp roughs and comprehensives, specify type; some paste-up. Must understand production and preparation of mechanicals. Send resume, representative samples (indicating how much is your work), and beginning salary.

P.O. Box 6444, Jacksonville 5, Fla.

ADVERTISING SALES MANAGER

Outstanding industrial-electrical advertising salesman to manage space sales and promotion, work directly with publisher of two prominent national electrical magazines, and sell a midwest territory. Must carry responsibility, value independence and flexibility, and want to help small firm continue to grow. Top earnings. Apply in confidence and sell us on your ability, potential, desire, industry, and intelligence.

Box 4681, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CIRCULATION MANAGER

Thoroughly experienced all phases national business publications audit, promotion and fulfillment. Interested in change.

Box 4610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VISUAL COMMUNICATIONS

Unique bg. in TV programming, Mot. Pix Prod. & A-V Aids. Inventive mind. Strong on accomplishments with team members. Best spot-Group head or Right hand man.

Box 4644, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD OR SALES PROMOTION MGR.

15 years experience in consumer and industrial advertising. Good creative planner with solid copy background. Capable of administering complete program and know how to handle marketing planning. Mid-thirties; married. $9-10,000.

Box 4659, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCEPTIONAL OPPORTUNITY

First time available in years: Talented, 30-year-old creative writer-producer-director of Radio-TV-Films-Recordings. Solid background in news, features. Not a "specialist." Now head of own general communications agency. Growing family requires steady income. This offer is limited to challenging employment with big future.

Box 4663, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING-ADVERTISING DIRECTOR AVAILABLE

Creative, top-flight organizer. Proven ability to develop unusually complete and successful merchandising campaigns including market studies, sales and ad programs. Skilled in working with sales organizations and ad agencies. Broad experience with marine products and major appliance manufacturers. Also ad agency and own agency experience. Age 34. Prefer midwest manufacturer. Minimum $15,000.

Box 4660, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

Proven selling abilities direct or phone. Heavy bkgrd with adv agencies and mfrs. Creative, knows merchandising and marketing. Eager for good oppty. Will travel.

Box 4662, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD/S.P. MGR. Stymied in #2 post in top NYC corp. Seeks new opportunity (32).

Box 4664, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR

Young (31) and experienced in all phases (8 yrs.) Creative know-how, enthusiasm! Stymied in present position. Family man.

Box 4665, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PUBLIC RELATIONS

Offer: 7 years with major corporations in all phases of public relations; 2 years as newspaperman; 1 year in sales; 1 year with major ad agency. Currently (since 1957) assistant PR/Ad manager for multi-plant, multi-product manufacturer.
Seek: opportunity to make own security in Southeast or Southwest. Aggressive Southerner, 33, family, health excellent. Resume and samples on request.

Box 4677, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Is there an opportunity as Adv Mgr, A/E for knowledgable ad man experienced 10 yrs. in automotive, petroleum, TBA fields? Now Detroit, will relocate. $12-15M. Write

Box 4678, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPY, LAYOUT, PROD. ads, catalogs, folders, sales lit. Skilled pro, imaginative ideas. Varied cons.-indust. exp. Art-to-prod. Reasonable.

Box 4667, ADVERTISING AGE
630 Third Ave., New York 17, New York

Successful public relations director employed by leading Wall Street firm seeks opportunity in general public relations or on editorial staff of magazine. Highest references both press and personal.

Box 4668, ADVERTISING AGE
630 Third Ave., New York 17, New York

THE AD AGENCY OR ADVERTISER

requiring accelerated creative and merchandising activity may find my 15 years agency experience a valuable asset. Executive experience as well as media, merchandising, copy, radio-TV production and sales promotion. Unusually strong background in petroleum, airlines, farm sales, grocery and department store products. Salary open. Will relocate anywhere but prefer Central or Far West.

Box 4670, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION—COPY—PLANNING

Keyword: Versatility! Package includes broadcast, retail, agency experience. One salary buys all. Write for resume.

Box 4673, ADVERTISING AGE
630 Third Ave., New York 17, New York

MERCHANDISER—AD MGR.

7 yrs. with lg. Mail Order Co. Selected merch., prepared catalogs, etc. Know top items, right media. Top-level info, ability for mail order, mfr. or importer.

Box 4674, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young Agency Production Man available for Chicago agency production department. Seven years experience handling production on major accounts. Married.

Box 4676, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

BUDGET ONE-DISH FEAST

1 prime, well-seasoned male (not aged)
Liberal amounts of executive experience
Generous dash of creativity
Raw drive and enthusiasm
Combine all ingredients and roast well over any tests you can conjure. Spread over consumer hard goods or industrial accounts. Garnish with a challenging assignment such as AE; Adv. SP or PR Mgr.; copy-contact or copy. Formerly served at top 4A agency for $9,000—May cost you much less depending on garnish.

Box 4661, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPYWRITER

Agency, retail, industrial experience. Hard and soft lines, hard and soft sell. All media. Sensible rates. Comes thru in the clutch. Chicago area.

Call FAculty 8-7211

REPRESENTATIVES WANTED

AGGRESSIVE SALESMAN TO PRESENT LEADING CLOTH ADVERTISING LINE & CUSTOM DESIGNED CREATIVE SELLING AIDS TO TOP MANAGEMENT. EXCEL. COMM. BACKED BY NAT'L ADV.

Box 4652, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BOATING BUSINESS MAGAZINE NEEDS NYC-NEW ENGLAND REP

We need a good representative in the New York-New England area for Western Marine Dealer, a two-year-old trade magazine covering the 19 Western states. Book is audited, has good page rate, and we offer standard deal and protection. Send us territory you cover and books now representing. **Western Marine Dealer, 79 Columbia St., Seattle, Wash.**

Merchandising business publication seeks energetic publisher's rep for Eastern territory. Growing field, growing book.

Box 4671, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

THE SECRET OF PUBLIC RELATIONS
—Send 50¢ for New Booklet—
Edmond D. Boles & Associates
1041 N. Fulton St., Fresno, Calif.

ONE MAN AGENCY has private office space; loop; for another one man agency; freelance layout man; or publisher's rep. **Phone: FRanklin 2-1072.**

WANTED: COLLEGE GRADS

Planning to send your kids to college? $25 a month plus time plus right investment could swing financing. Write for free prospectus. Could be your greatest investment return, for college degree adds $1¼ million lifetime earnings. **Box 526, Wall St. Station, New York 5.**

PUBLISHED AUTHOR AVAILABLE

for booklets, speeches, feature stories, articles. First time in 3 years this writer has time for new assignments. You'll know my name.

Box 657, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES REPRESENTATIVE

Well established Point of Sale Manufacturer desires Sales Representation in the areas of St. Louis, Dallas, Chicago, Detroit, Atlanta and Florida.

Please send resume to:
Box 654, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

IMMEDIATE OPENINGS—

Available through America's most highly-regarded procurement & placement source for advertising & related manpower.

ART DIRECTOR ..... **To $15,000**
A real "ad-maker"—design type & creative—not detail.

ASST. ART DIRECTOR ... **$10,000-$12,000**
Right hand man for top art director in fine midwest agency.

THREE COPY MEN ..... **$10,000-$15,000**
Chicago Agencies—one Industrial, one Building Materials, one food & sports equipment.

JUNIORS ..... **$5,000-$8,000**
Several openings—agencies and manufacturers. Creative and production.

Contact Cliff Knoble on above

★ ★ ★

ACCOUNT SUPERVISOR ..... **to $20,000**
Heavy client contact, merchandising & marketing background in drugs & proprietaries. Midwest agency.

CREATIVE DIRECTOR ..... **to $22,000**
Versatile in all media with product exposure in varied consumer lines & light industrials. Eastern Agency.

MGR.—PROMOTIONAL MATERIAL **$15,000**
Solid history in collateral, promotion & direct mail areas. Must know graphic arts & be efficient in supervisory & client contact functions.

COPYWRITER ..... **to $18,000**
Specialist in technical literature, promotional pieces & direct mail. Must possess unusual creative flair.

Contact George E. Pylkas on above

★ ★ ★

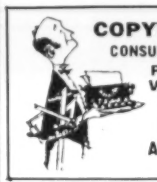
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2, FI 6-9400

MARKET ANALYST

Excellent opportunity for college graduate with one to three years' experience in market research with emphasis in the consumer research area. Good statistical background desirable. This position is with a midwestern pharmaceutical firm and offers a variety of assignments as well as growth potential. Good salary plus superior benefits including profit sharing. Please send complete resume of jobs held, salaries earned, expected salary and personal data to:

Box 658, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

COPYWRITING
CONSUMER AND INDUSTRIAL



Prompt...professional. We do a full-time job for a part-time fee!

HOLDEN ADV.
AVenue 2-3367 (Chi.)

Our 50th Year

COPYWRITER—Man. TV-Radio exp. req. good oppty. Chicago firm $8,000
ACCOUNT SUPERVISOR—drug exp. nec. excellent potential Chicago agcy. 10-12,000
BRAND ADV. MGR.—must have food or dairy bkgrnd—Chicago 8-10,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

ARE YOU THE RIGHT ADVERTISING MANAGER FOR OUR CLIENT?

We are the ad agency for a growing direct selling company located in a large southern city. Our client needs an aggressive, young ad manager who can write and produce materials to supplement the agency. The right man will have an excellent opportunity for advancement and a good starting income. Interested? Drop us a note and we'll get together for an interview. Box 652, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Wanted:

EASTERN SALES MANAGER FOR MODERN METALS

Who understands; can prove he has sold basic industrial markets.

Position open in growth industrial magazine for intelligent and experienced sales producer. (Others: please—no.)

Territory: Four major Eastern states.

Money: $10,000 plus; plus profit sharing, to start.

Contact: Be awful **specific** in resume and send photo to:

Box 659, ADVERTISING AGE
200 East Illinois St., Chicago 11, Ill.

ARGENTINE ADVERTISING MAN

with thorough knowledge of the Argentine market, owner of a young progressive advertising Agency in Buenos Aires, wishes to establish connection with American Advertising Agency or with American Manufacturer interested in the Argentine Market. **For interview, kindly call Walter Martinez, Plaza 5-1400, New York City, between Monday March 27th and Wednesday March 29th.**

DO YOU KNOW ABOUT THE GROWING GRAPHIC ARTS CENTER IN DULUTH?

There are over 25 periodicals — monthlies, weeklies, annuals — now being printed and distributed from Duluth.
This new and growing graphic arts center enjoys low cost, central distribution, liberal financing and other advantages to publishers.
Maybe you can effect savings and improved service by coming to Duluth.
May we give you details and reasons why.

The Duluth Industrial Bureau
Duluth 2, Minnesota

DIRECTOR OF ADVERTISING

Dynamic and nationally-known consumer goods manufacturer seeks outstanding individual to direct advertising at corporate policy level. Man preferred will be in late 30's to middle 40's and have a successful record of accomplishment with an agency, retail chain or manufacturer. He should be an expressive, mature, and commanding leader who thoroughly understands graphic arts and can also immediately direct agency relations and sales promotion. Ability to become a future candidate for the top marketing position is essential. Location in the midwest. Compensation and bonus opportunities commensurate with responsibilities. Reply in full with assurance of confidential handling.

Box 660, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ARE YOU AN *UNAPPRECIATED* FARM OR INDUSTRIAL COPYWRITER?

We hear tell that farm and industrial writers have to play second fiddle to package goods specialists way back east of the Mississippi. But they're the fair-haired boys in our shop. (And if you're tops in both farm *and* industrial copy, you can just about write your own ticket!)

If you're a "pro" who'd like some daily appreciation along with your semi-monthly paycheck (plus profit-sharing) let's get acquainted. And the sooner the better. Send complete resume and recent photo to Box 656, AD AGE, 200 East Illinois Street, Chicago 11, Illinois.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

DON HARRIS NEEDS . . .

ALL-MEDIA SUPERVISOR to work most of all with network and spot TV, some radio. A top national agency. Client contact. Network dealing, no negotiations. Man strong in presentations that integrate with marketing plans. $15-$17M

CONSUMER RESEARCH PROJECT MANAGER—ALSO JUNIOR VERSION. Another top national agency. The brilliant boss develops ambitious men fast. Some psychology, sociology, both jobs. Senior must know all consumer research techniques, needn't be heavy yet in any one. Better growth jobs than many paying more money.

Senior $12M
Junior 6M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

FOR SALE: CHEAP
100,000
PRODUCT IMPRESSIONS

We'll personally place your client's advertising circular directly into the hands of up to one million Chicagoland wage earners at an unheard of cost of only 1¢ per individual. Phenomenal? Find out for yourself. Also, we offer to sample all or part of this group with your client's product. No charge for distribution if it is a suitable sample. What do you want distributed? Give details. Write or phone:

THILLENS, INC.
Industrial payroll check cashing service
2351 W. Devon Avenue
Chicago 45, Ill.
Phone: SH 3-5140

ARE YOU A GAL WRITER...

looking for the opportunity and the variety to match your creative talents? Can you edit a national magazine, put punch in a sales promotion program, direct the creative talents of others? This is a mid-west location, fast-growing company, excellent salary.

Box 655, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DO YOU NEED REPRESENTATION **IN CHICAGO?**

FOR: • ADVERTISING
• PUBLIC RELATIONS
• SALES PROMOTION

WRITE: EDWARD F. PAZDUR, INC.
185 N. WABASH AVENUE
CHICAGO 1, ILLINOIS

WRITE OR PHONE US FOR A BROCHURE ABOUT OUR SERVICES!

WANTED: SPACE SALESMAN

Written applications now being received. Territory involves several midwestern states, travel every other week mandatory. Previous business publication sales experience necessary.

Address Miss Ethel Sayers at:

Buttenheim Publishing Corp.
400 West Madison Street
Chicago 6, Illinois

ADVERTISING
POSITIONS AVAILABLE

- **PUBLIC RELATIONS**—Outstanding Pennsylvania Co. seeks P.R. man—minimum 4 years newspaper exp. Financial section preferred. Ability to "move in editorial circles" most important. To $15,000
- **PUBLICITY**—Consumer & industrial publicity exp. needed for ad agcy. Brilliant future. Agcy pays well, works men hard. $10,000

For male advertising positions, both agency and corporate, in the Mid-Atlantic states. Send your confidential resume in duplicate to:

Advertising Division
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut St. Phila. 2, Pa.

ELECTRONIC ADVERTISING

skill is all I have to offer. I've spent 15 productive years with electronic manufacturing firms and ad agencies. I've been an ad manager and an a.e. for well known companies . . . which made money. Will you bring a top flight, personable gal to California. I'm really a bargain in today's market.

Call Montclair, N. J. PIlgrim 6-7811 or Write Box 27 Q 117, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

JINGLES

If you know what they are
If you have a car
If you will travel extensively
If your background is in or about radio
If you are capable of earning $20 to $30,000 dollars per year
We would like to discuss the possibility of your becoming associated with the world's largest producer of jingles.
Commission plus weekly salary.

Write—The Jingle Mill, Inc.
143 West 51st St.
New York, New York

POWERHOUSE A.E.

OWNERSHIP IN GOING AGENCY AT NO INVESTMENT

(Prefer shock and martini seasoned maturity of 35-45)

WRITE YOUR OWN TICKET TO 20-25 M PER YEAR. HIGHLY CREATIVE, REPUTABLE AND WELL EQUIPPED AGENCY, OPERATING FROM BEAUTIFUL SOUTHERN CALIFORNIA SUBURBAN AREA, NEEDS EFFECTIVE SALES AND CONTACT PERSONALITY.

A completely organized and extremely efficient "machine" needs new business volume. 10% of production and 5% of media billing, payable on date of invoice to aggressive, capable, dependable, responsible and well groomed advertising executive. Immediate interim expenses. Results rewarded by stock ownership up to 50%, over and above 10 & 5 commissions.

Box 27Q118, Advertising Age
4041 Marlton Ave.
Los Angeles 8, Calif.

TOP CREATIVE MAN FOR S.E. AGENCY

Growing southern agency primarily in national and regional packaged goods seeks a copy chief who can quickly prove himself capable of becoming creative director.

Must be able to find major sales idea in a product and convert it into a unique sales approach that sells the product.

Opportunity to become stockholder. Profit Sharing Trust Plan now in effect.

Send complete resume of experience, education, salary range to:

President
Henderson Advertising Agency, Inc.
P.O. Box 5308
Greenville, South Carolina

Publications for Industry Moves to Great Neck, N. Y.

Publications for Industry, New York, publisher of *American Industry* and *Industrial Purchasing Agent*, has moved its advertising and editorial office to 21 Russell Woods Rd., Great Neck, N. Y. The circulation department remains in Manhattan.

Frontier Electronics to Stahl

Frontier Electronics, Phoenix, manufacturer of portable automatic marine direction finders, has named Charles N. Stahl Advertising Agency, Los Angeles, as its agency. The company plans to spend $30,000 on advertising in the second quarter this year.

Fisher Agency Joins NFAA

M. M. Fisher Associates, Chicago, has joined the National Federation of Advertising Agencies, Los Angeles.

A BLIND AD ABOUT

—an advertising and promotion executive with record on largest national brands in their fields.

Advertising and Promotion Manager for aggressive manufacturer. Account man with best of one of the top ten agencies. Specialist on highly competitive package goods. Creative, good knowledge of merchandising, graphic arts. *Hard worker.*

Box 653, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

This Survey Sizzles

MAGAZINE EDITORS EXPLODE PUBLICITY'S SACRED COWS

Now advertising, sales, public relations men and others responsible for publicity material can check releases against the ground rules of the editor—the man who discards dozens for each one he prints.

"CHECK LIST FOR PRINT PUBLICITY"

Gives the editors' slant on:

. . Brevity. Does It Pay?
. . Style vs. Content
. . The "Quota" Problem
. . Fatal Mechanical Errors
. . Dozens of Guideposts to Better Publicity

For Your Copy In Booklet Form. Send $2.00

Jean Clohesey, Creative Service, Inc.
1331 Bayberry Lane, Deerfield, Ill.

ARE YOU OUR MAN?

Major oil company wants a man who can WRITE. Previous experience in house organ or publication writing especially desirable.

In addition to this know-how, the man we want will be writing copy for broadsides, folders, direct mail programs and consumer advertising. He will have a chance to develop point-of-sale displays. As he grows, he will work with our advertising agency on campaigns.

College graduate with at least five years of responsible experience preferred.

An exceptional opportunity to display versatility, creativity and initiative. Excellent possibilities for advancement.

Worth exploring! Just write a letter, in strict confidence of course, and sell us on why you think you are our man.

Send complete resume of education, experience, particular qualifications and salary requirements.

Box A 632, 125 W. 41 St., N.Y. 36

Lewis Walsh Sudler Monday

PROJECT HOPE—*Dr. William B. Walsh, president and founder of Project Hope, told the Pharmaceutical Advertising Club of New York about projects to meet health emergencies in under-developed areas. Among drug marketers on hand were Thomas Lewis, Tailby-Nason; Arthur E. Sudler, Sudler & Hennessey; and Wilbur H. Monday, Roche Laboratories.*

Webb Names Marvin Hahn

Jervis B. Webb Co., Detroit, has appointed Marvin Hahn Inc., Birmingham, Mich., to handle its advertising. Included in the account are Webb's Bulk Systems division; Spanmaster Crane division; Webb Forging Co.; and Control Engineering Co. Gray & Kilgore, Detroit, is the previous agency of record.

Almost everybody of importance in ***advertising*** *and* ***marketing*** *reads and uses*

The ADVERTISING MARKET PLACE

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Maidenform Dreams Up New Product —Swimsuit; Augments Media Lineup

(Continued from Page 3)

introduction of a line of swimsuits —with the inevitable name of dream suits. Advertising this spring will consist of a color page each in the April *Harper's Bazaar* and May *Glamour*. The ad pictures two "dreamlined bathing beauties," with the headline: "Look what Maidenform has dreamed up now . . . dream suits." The copy points out that the "inside story" of the suits is a built-in Maidenform bra and "torso trimmer."

For its bra campaign this spring, the company is augmenting its long-standing magazine push with a newspaper campaign and sales promotion package. More than 300 product ads will appear in newspapers in 89 cities between March and June. These are all factory paid, not co-op.

Also, 36 full-page bra ads, many in color, are appearing in 14 magazines; in addition, 10 pages are scheduled in nine magazines to promote Maidenform girdles. The media list: *American Girl, Family Circle, Glamour, Harper's Bazaar, Ladies' Home Journal, Life, McCall's, Mademoiselle, Modern Screen, New York Times Magazine, Photoplay, Seventeen, True Story* and *Vogue*. A similar schedule will run this fall.

■ The spring sales promotion package is the "most detailed" in the company's history and includes the traditional retail aids such as billing inserts, counter cards, streamers and giant blowups of the ads, plus special sales incentives and traffic builders.

This sales promotion program is built around an ad headlined: "I dreamed I was a knockout in my Maidenform bra," and offers three contests for stores. A "Knockout over the years" is a consumer guessing contest for stores to run. A "10 round" sales incentive competition encourages sales clerks to try to top one another in sales; and a display and merchandising contest is open to all store personnel.

■ The dream campaign was born in 1949, when Norman, Craig & Kummel (still the company's agency) was casting about for a continuing theme that would draw attention and interest by putting a bra in an unusual, unexpected situation. When the first dream ads ran, there was considerable concern about their shock impact. But the company has since decided that this shock quality is the very thing that gains readership and builds sales—as long as the presentation is in the "highest possible taste."

Through the years, a routine has been established for creating the

THE FIRST DREAM—*This ad in 1949 started it all, and now hangs, with as much honor as a Picasso, in the company's New York office.*

ads at dream meetings, as they have come to be known. These sessions are attended by the top officials at Maidenform: Dr. Joseph A. Coleman, president; Mrs. Beatrice Coleman, vp in charge of design; and Ed Kantrowitz, ad manager. From the agency come Norman B. Norman, president; David Kaplan, Kay Daly, Jerry Shapiro, Joe Albanese and Marion Gorman.

These nine sit down twice a year to a unique card game, playing with a marked deck in which each card carries a dream theme suggestion. As ad manager Kantrowitz explains it: "We know we have so many products we want to advertise and to which customers they will sell best; so our assignment is to come up with a dream theme directed to each specific market."

■ There is a pack of dream-theme cards for each bra that is to be advertised, and everyone goes through each card, one at a time, until they arrive at the one which they feel does the best job. Although a card theme may be discarded, it still may spark a new theme, with the result that about 30% of the accepted themes are generated at the meeting, rather than coming from the cards. If not enough themes are forthcoming, the meeting is adjourned for a few weeks; then the dreamers start all over again, with a fresh complement of dream themes. The final result is arrived at, not by vote, but by mutual agreement.

Each theme must pass three tests: It must have shock value, it must be in good taste; it must offer an opportunity for beauty in presenting the product.

■ For example, a youthful bra to be advertised in a junior magazine may have the headline: "I dreamed I was cut out for fun" or "I dreamed I was tied to the telephone 25 hours a day." For fashion magazines, a model may be shown in a bra and high-style costume at a fashion show, with the headline: "I dreamed I covered the Paris collections, etc."

The company has a particular penchant for a theme with a double meaning, "as long as it's decent." Such a *double entendre* was used last December in an ad showing a model decked out in her Maidenform, a cowboy hat, gun and holster, pointing a gun at the reader in the style of a western "wanted" poster. The headline read: "I dreamed I was wanted in my Maidenform bra."

1961 DREAM—*The Maidenform model's dreams have become more frenetic with the years. Now she walks a tightrope in this ad running from February through June in 12 magazines.*

When the company had this ad pre-tested by Gallup Robinson, the ad rated the highest name registration of any Maidenform ad —and also of any ad ever tested by Gallup Robinson. The score was 51; the average score for bras and girdles: 17.

Some of the other ads which the company deems as noteworthy successes had such themes as: "I dreamed I played Cleopatra," "I dreamed I won the election," "I dreamed I was a private eye," and "I dreamed I sang Carmen."

■ The company started in 1923, when Mrs. Ida Rosenthal was copartner in a dress business which gave bras away as part of the dresses to make the styles of the '20s more shapely. Soon the customers were asking for bras only, and Maidenform was founded.

In the early days it had ten employes; today it has 4,000, in 17 plants, exporting to 115 countries. In addition there are license agreements in 12 foreign countries.

Mrs. Rosenthal, at 74, is still the energetic board chairman and "personality" of the company. Her daughter, Mrs. Beatrice Coleman, is vp in charge of design, while her son-in-law, Dr. Joseph Coleman, is president. #

Kemper Names Burnap

Kemper Bros., Richmond, manufacturer of kitchen cabinets, has appointed David K. Burnap Inc., Dayton, to handle its advertising.

IN PRIVATE AND STATE TESTS

Scot Gasolines Have Been Proven Equal To, *Or Better Than,* Nationally Advertised Brands

PLEASE NOTE:
You Save 2c to 7c A Gallon on Scot Gasolines Because We Are Gasoline Specialists —Gasoline Is Our Only Important Business
SCOT GAS QUALITY

OCTANE STORY—*Scot Gas, regional chain with headquarters in Washington, is now running an ad weekly in the Washington Star. It is expanding into nearby Maryland, Delaware and Pennsylvania. M. Belmont Ver Standig is the agency.*

N.Y. Magazine Strike Ends After 7 Days

NEW YORK, March 14—New York's one-week magazine strike came to a halt today as regular route deliveries of all major publications began reaching newsstands throughout the city.

The strike, called by the Newspaper & Mailers Delivery Union (AA, March 13) against the seven-member Metropolitan Magazine Distributors Assn., occurred over union demands for standardized working conditions.

It forced all major magazine publishers, for seven days, to circulate issues via expensive mail deliveries.

Obviously elated over delivery resumption, wholesalers' reactions today were that "all's fine with the status quo" as they described yesterday's general union body vote which put route men back in their trucks. #

Mortimer Berkowitz Appointed 'Woman's Day' Ad Head

Mortimer Berkowitz Jr. has been appointed national advertising sales manager of *Woman's Day*, published by Fawcett Publications, New York.

Mortimer Berkowitz

For the past four years, Mr. Berkowitz was vp and account supervisor on all General Mills products with Batten, Barton, Durstine & Osborn, New York. Previously, he was with *Woman's Home Companion, The American Weekly* and various newspapers.

Moomey Joins Schlitz

Bill G. Moomey, formerly advertising manager of Adolph Coors Co., Denver brewer, has been named regional brands advertising manager of Jos. Schlitz Brewing Co., Milwaukee. An award-winning illustrator, artist and film producer, he will be responsible for advertising of Old Milwaukee, the company's popular-priced beer. He succeeds Roy J. Bernier, who has resigned.

Koret Plans Ad Drive

Koret of California, San Francisco, will promote its "California kaleidoscope" line for 1961 with color pages in *Glamour, Mademoiselle, New York Times Magazine* and *Seventeen* in July and August. Trade ads will run in March in *Women's Wear Daily*. Wyman Co., San Francisco, is the agency.

To National Advertisers

Which of New York's seven dailies is first in Used Car advertising and second in all Automotive advertising? The Mirror.

In three years The Mirror gained 10,000 readers among New Yorkers owning high-priced cars such as Cadillacs, Lincolns and Imperials. Get the cream of the mass market.

Make The Mirror a MUST!

THE S.E.P. SHORT COURSE

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Ad Field Not Seriously Hit by Slump, AA Finds

(Continued from Page 1)
across the board, about 10%.

■ A company in the packaging industry admitted it had cut back its trade advertising by 75%, putting much of the money into direct selling aids instead. This company has also trimmed its corporate advertising, and is aiming its ads toward industries least affected by the recession (foods, toiletries, etc).

■ **Fletcher Richards, Calkins & Holden,** New York, said that while no client had cut an appropriation officially, "some are not spending what they've budgeted." The agency said many clients are worrying about a recession, adding that "Washington is talking up a big recession." As a kind of precautionary measure, the agency has instituted a 10% cut in salaries.

■ At **General Motors,** cutbacks in ad expenditures reflect the drop in new car and truck sales. Magazine schedules have been particularly hard hit, since most of them were purchased last fall when optimism was running high. Chevrolet has cancelled ads in at least 20 magazines and supplements, for both cars and trucks. Both consumer and trade books were hit. These cancellations will come mostly after June 30, in the final quarter of the 1961 model year.

A D. P. Brother source says Oldsmobile cut its newspaper spending in February and March with the view of a "strong return" in April and May, starting about the last part of March, but magazines have continued strong and it will sponsor the Bing Crosby tv special on March 20. Chevy General Manager E. N. Cole said recently that improvement in truck mart is "particularly significant as an indication of general economic improvement in the months immediately ahead. With this hopeful sign coming this early in the year, prospects for a general business improvement are enhanced."

■ **Zenith Radio Corp.,** Chicago, is spending more money for advertising "at all levels"—retail, distributor and factory—than last year, according to Leonard Truesdell, vp and director of sales. "We are doing far better than the industry" in sales, he said. The company is spending more dollars in this recession period because "I don't see how you can keep the fire going if you don't pour on the coal," the Zenith vp said. He estimated ad volume is up 10% to 15%. Zenith's sales for 1960 were 2% below 1959, the company's biggest year.

■ Ross Roy, president of **Ross Roy-BSF&D,** reports no advertising budget cuts at his agency due to recession. In fact, two or three accounts, including two liquor accounts, have increased their budgets. There have been minor cutbacks in merchandising expenditures, "but these don't amount to much," he says. He does not see any cuts coming, either. Mr. Roy says his agency has been "beating the bushes for new business" and turned up some good prospects. This activity has rubbed off a feeling of vitality on employes, he adds, creating good internal atmosphere.

He has heard of cutbacks in ad outlays at agencies handling automobile accounts, but he is not directly involved since he no longer has a car or truck account.

■ **Leo Burnett Co.** said there have been minor cuts in some 1961 ad budgets compared to 1960. "Comparing the total billing forecast for the year 1961 with the actual billing of the same accounts in 1960, total billing is off 4% in 1961," the agency said. "However, forecasts at this time of year tend to be conservative. Last year our billing forecast at this time of year was about 3% below the actual billing for the year." The agency added that the figures do not include clients who were not with the agency during all of 1960.

Burnett said that there appear to be some soft spots in hard goods billings for this year as compared with last year. "However, there are indications of improvements between now and the end of the year," the agency said. "There are also offsetting gains in other areas."

■ **Distillers Corp.-Seagrams Ltd.,** New York, expects its ad budget for the year ending July 31 to be "nearly $39,000,000," or about 5% over the 1959-'60 fiscal period. From what Seagram has learned, its industry's over-all budget picture has been see-saw. In the face of recessional pinches, producers have accelerated still further the tendency to shift extra sums toward promotion of "new, hot brands," at the expense of others.

Seagram contended, however, that its own budget boost was "across the board," including the group of Seagram and Browne Vintners brands (Hunter, Wilson, White Horse and others) handled by Compton Advertising, New York. Compton, though, was silent on client budgets.

■ **Compton Advertising** said recession had wrought no "measurable effect," dollar-wise, and that the agency "did not notice any upturn or downturn." Another Compton source said, "Some client budgets have been increased."

■ There have been no budget slashes at **Dancer-Fitzgerald-Sample,** New York, and no indication of any cuts to come—"and we don't think we have our heads in the sand," the agency told AA. As for the situation at other agencies "Automobile manufacturers obviously have cut back, but I don't think they are typical of the rest of the consumer business. I have heard no other talk about big budget cuts," said one D-F-S source.

■ At **General Foods,** Advertising Age was told: "We contemplate a modest increase in advertising expenditures for next year." (The "next year" here is a reference to fiscal 1962. Fiscal '61 ends March 31, 1961, and will probably be up slightly over fiscal '60. That is, over $110,000,000.)

GF people don't really know how the food field generally is going. Some companies—big ones—have been doing quite well; other substantial ones have been having tough sledding.

■ **Burlingame-Grossman,** Chicago, enjoyed the best month in its history last month—February—according to S. W. Grossman, owner. He said however, that many of his agency friends are telling a different story, with billings falling off. He said recent new business is a considerable factor in the excellent past three months for the agency.

Mr. Grossman said that while some of his clients have increased their appropriations, none has cut ad schedules.

■ Charles Pooler, administrative senior vp of **Benton & Bowles,** reports that, "averagely," budgets at the agency are up slightly. "It is difficult to generalize on the subject," he said, "since some budgets are up and some are down, particularly in the package goods area." Most budget increases at the agency are not tied to economic changes but to marketing need, he said—new brands on the upswing, new markets to be developed, or established brands with unusual success, such as Crest toothpaste.

Mr. Pooler did not feel the situation at his agency was average. "An agency with a different client mix would have a different picture. If an agency has autos or appliances, then it's another cup of tea," he said.

■ A number of companies appear to be still uncertain about the 1961 picture.

For example, **Interpublic Inc.,** the corporate umbrella for McCann-Erickson and McCann-Marschalk, reported that billings so far have held "about even" with last year—some clients are up, some down. Automotive is one category definitely running behind 1960.

There is much talk about the long awaited economic upturn. Interpublic's feelings were well expressed in a research report it put out this week, pointing out that the stage is set for a mild recovery in the second or third quarters, with the possibility of a "rapid recovery by late in the year."

■ The Interpublic study predicted that four basic product categories —food and beverages, clothing and shoes, automobiles and furniture and household equipment—will reach peak sales levels in the second and third quarters. Interpublic is thus hoping for billings increases later in the year. As the study pointed out, "many of today's advertising decisions will come into operation during the second and third quarters of this year in an improved business climate."

Interpublic emphasized that this analysis referred only to domestic operations. In the international field, billings were reported to be running well ahead of last year —again.

■ Another large agency, **Young & Rubicam,** said the picture is "spotty" and there is simply "no pattern to it."

Young & Rubicam stressed the indeterminate nature of the picture. It noted that differences varied widely by client, and it said that this was comparable to the variations in the annual reports turned in for 1960—some companies fell back, others reported gains in profits.

In general, the agency said, it is "still too early" to tell about the whole year. As of today, it didn't look good—but it didn't look bad either.

■ **American Cyanamid Co.,** a $20,000,000 advertiser, reported that its total ad budget will probably be "down slightly," although this may change as the year goes on.

American Cyanamid is a diversified chemical company which recently reported a profit decline for 1960. T. M. Wennergren, manager of institutional advertising, said 1961 budgets vary by divisions. The fibers division, still involved in the Creslan introduction, will probably "spend more"; Lederle Laboratories, the pharmaceutical division, will spend "about the same"; industrial chemicals and plastics will be "down." Institutional advertising definitely will be down, both in the number of magazines used and the number of insertions.

Mr. Wennergren conceded that in a squeeze the institutional budget tends to be attacked first. He added, however, that conditions "could change" later in the year, and "we can always re-sell management."

■ Douglas L. Smith, director of advertising and merchandising of **S. C. Johnson & Son,** Racine, Wis., said, "Our advertising expenditures have been maintained fully, in accordance with our budget, and there has been no cutback from the budget set last fall. Sales are doing well, and we are happy with the way they are going."

He named himself and his company as among those who believe that there has been "too much conversation" about recession, and he added, "We take a positive attitude toward our business."

■ Harry D. Way, exec vp of **Erwin Wasey, Ruthrauff & Ryan,** said the last quarter of 1960 saw some reductions in budgets for some clients. The situation is the same for this year: There have been no serious cuts, with most advertisers maintaining existing budgets. But there have been efforts to tighten budgets on the part of some advertisers, who are taking a cautious approach as they wait for the upturn. Mr. Way said the cutbacks were not "drastic."

■ **International Harvester's** current ad appropriations are about even—over-all—with last year's. They are about the same in the motor truck division; less than 5% down for construction equipment; and less than 5% up for farm machinery.

The company has felt the recession in its 1960 sales, but it believes these effects are disappearing. IH not only expects an upturn, but sees it beginning right now.

■ **Fuller & Smith & Ross** reported that appropriations are coming on "about even with last year."

An agency executive said he believed this is not typical of the advertising business in general, which is "basically down 5% to 7%." He added: "When I say that we are even, I am taking into consideration that media costs are up 3%-5%-7%."

While he was unwilling to speak for other agencies, his impression was that in general, ad budgets are either even or down. He foresaw no general upturn. However, he detected no feeling of real gloom. On the whole, clients appear to be optimistic about the rest of the year, he indicated.

■ At **Cunningham & Walsh,** agency president Robert Newell said appropriations are slightly up over last year. He declined to speak for the rest of the agency field.

Without specifying the upturns or downturns in particular sections of his client list, he said that the increase represented a "taking of the average."

He added that "we just hope" that the increase will continue. He had no fears that the reverse would happen.

■ **Radio Corp. of America** reported that the budget for the year was at "about the same pace as last year." The appropriation for the first quarter was also about the same.

There was no significant variation of divisional expenditures—some were down and some up.

The company's one big change in emphasis has been the dropping of sponsorship of the Saturday night tv "Bonanza," and the assumption, as of next September, of co-sponsorship of Walt Disney's "Wonderful World of Color" on Sundays. The Disney commitment, the company said, was "a 52-week bet." The company would continue to use all media, but would be heavy in color tv. This new emphasis would not be at the expense of other media.

■ At **Foote, Cone & Belding,** Chicago, whose clients are predominantly in grocery and other high turnover fields, there is little indication of a recession. Fairfax Cone, chairman of the executive committee, said agency billings for the first quarter are up 5% over last year. Only one client—in the hard goods field—has cut back its budget. Many other clients are expanding budgets, Mr. Cone said, but noted that new products may account for much of the increase. He said also that he has found no slowing down of advertising appropriations among companies.

■ William Marsteller of **Marsteller, Rickard, Gebhardt & Reed,** said budgets have been slower in the making, but they have remained at about the same level as last year. In the industrial field there have been no cutbacks in 1961 as compared with 1960. This is because the cuts were made in 1960, when the downturn began to be felt, about mid-year. (Budgets for 1960 had started out optimistic, in line with a good 1959 year.) About seven out of eight MRG&R industrial clients have budgets the same as in '60.

In the agricultural field there have not been budget cutbacks among Marsteller clients, who are mostly in feeds, fertilizers, etc., although the agency president said he understands the farm equipment field has had cuts.

Also, budgets in the financial field (banks, insurance, etc.) where the agency has accounts, have had no substantial cuts, and some budgets have been up modestly.

Mr. Marsteller said he sees no

WESTERN PUSH—*Kraft Mayonnaise kicks off its Western Cabinetstakes promotion, exclusively for West Coast consumers, with a four-color spread plus one b&w page in Sunset, Sunday newspapers supplements and b&w ads in newspapers. The contest will also be promoted with one-minute cut-in commercials on the West Coast segments of the Perry Como show. J. Walter Thompson is the agency.*

Ad Field Not Seriously Hit by Slump, AA Finds

signs of an upturn. The general tenor is not greatly optimistic for 1961. In any event, he says there would be no upgrading of budgets in 1961 for the industrial field, because all budgets are settled at the end of the year for the following year, and they are never changed, except for a downturn, until the following year.

■ A spokesman for **National Biscuit Co.**, New York, the nation's largest cracker and cookie baker and the 39th largest national advertiser in 1959, said his company's 1961 plans "call for more promotion money to be spent here and abroad than in 1960." He said the increase would amount to "about the same boost as 1960 got over 1959." Nabisco's '60 ad total was not given, but in 1959 it spent an estimated $22,000,000. In 1958 the figure was $21,013,500. He said the company had its best year ever in 1960.

The same source said he thought his industry in good shape promotionally, with Nabisco competitors "at least as active in some domestic lines, and more active in others."

■ One of the country's biggest agencies, with headquarters in New York, told AA:

"The 1961 budgets for most small-purchase items are about the same as last year. For several of the larger-purchase items, the current practice seems to be to set authorized budgets at a slightly lower level than 1960 until there is further evidence of an upturn in the economy. On the increase side, we are encouraged by the activities of a number of our clients who are vigorously introducing new products, some of which are already moving through the test market phase into national distribution."

■ A spokesman for **General Electric** said it is not yet sure of its over-all appropriation figure "because the consolidated figures, now being prepared, won't be ready for several weeks yet." The spokesman ventured, however, that on the basis of current figures, "it is a selective situation; some of our budgets are up, some down." He added that the company is anticipating "a modest over-all increase in the gross national product," with an "upturn in business conditions coming in the second half of the year."

■ Two agencies, billing around $90,000,000 each, reported opposite pictures. One said budgets are "holding up," and the president commented, "I don't think we've got an account where the budget isn't up."

The other said it had a domestic budget drop of about 3%. Taking international billings into account, the drop was eased to about 1.5%. Specifically, this agency said its food accounts budget is 3% to 5% over projections (largely due to one client); beverage business is up 6% to 8%; automotive business is 5% to 7% below projections; and two service accounts have had a drop of 7% to 10%—steepest of all fall-offs in the agency.

This agency thought it was perhaps in slightly better shape than its contemporaries, thanks to the food and beverage increases. It also felt there are good signs of an upturn evident, such as increased auto rail shippings. By about June 1, this agency believed, the upswing should bring things back to the agency's original projections.

■ **N. W. Ayer & Son**, Philadelphia, reports the feeling in the agency is bullish and that bookings so far this year, compared to the same time in 1960, are ahead. Billings on the books are generally up across the board, credited mainly to diversification of accounts. The agency reports that many of its accounts realize they must do a larger advertising job in order to bring sales up. "They are looking to the future," The spokesman said.

"For the year, we take the position that if the economists are right and the economy turns up, as we expect it will, our billings for 1961 will be substantially ahead of 1960."

■ At **Wermen & Schorr Advertising**, Philadelphia, Leonard Schorr reported that the budgets of most of the accounts are up, but that in some cases they had been "pared down somewhat." Most, however, are holding, and several accounts that had increased budgets "are enjoying the greatest business they've ever had." He referred to Seaboard Seed Co., Blumenthal Chocolate and Westinghouse Electric Co. Mr. Schorr predicted that those budgets that are down will undoubtedly make a comeback before too long as business improves.

■ **Bayuk Cigars**, Philadelphia, said its budget situation depends greatly on sales and is about on a par with a year ago. The company is concentrating this year on local and regional promotions with national support. One promotion is a 9¢-off get-acquainted offer on its Phillies Sports Cigars, and a number of new marketing promotions are in the offing. "Our budget will be based on consumer response," Bayuk said.

■ **Batten, Barton, Durstine & Osborn**, New York, said its estimates on budgets "are exactly where we thought they would be at this time. We estimated we would get quite a bit more advertising money than we had this time a year ago, and we have. This comes from increased new business, in part, and from a favorable balance as between decisions on budgets by old clients." BBDO said some clients had cut back, "but we've seen nothing significant in these deductions; there is no trend downward in any field.

"I keep hearing on Madison Ave.," said the BBDO man, "that appropriations on appliances and building supplies and automotive are down. But we haven't felt this as yet."

■ Jay M. Sharp, manager of general advertising, **Aluminum Co. of America**, Pittsburgh, said: "Advertising appropriations at Alcoa are down a trifle. A year ago Alcoa had two tv shows; now it has only one. But the new show that the company has lined up for next fall—a one-hour drama program, as yet unnamed—will make up the difference," he said.

"In our advertising outlay we have pulled in a little, but not very drastically. Is this true of the industry? Yes, the portfolios we keep of our competitors' advertising have been a little thinner."

The big factor in the aluminum industry is price. The company has been showing increases in dollar volume, but where the recession is hurting is in profits, which have been pinched. Alcoa economists see signs of an upturn by May or June. Foremost factor: Inventories are at rock bottom. The conviction is that customers can no longer coast on inventory, and orders will be stepped up soon.

NO BOTHER—*Bissell Inc., Grand Rapids, Mich., will use this two-and-a-half-page color ad in the April McCall's to promote its full line of carpet sweepers. Clinton E. Frank Inc., Chicago, is the agency.*

■ **Goodyear Tire & Rubber Co.**, Akron, will spend about the same amount of money for advertising this year as it did in 1960, according to K. C. Zonsius, director of advertising.

Other major rubber companies are maintaining about the same ad levels as they did last year, he said, with the exception of B. F. Goodrich Co., which appears to have boosted its expenditures.

Goodyear's sales for this year are lower than for the same period in 1960, and much of the slump is due to a decrease in new tire sales, Mr. Zonsius said. He attributed the dip in the tire sales to the fact that fewer new cars are being manufactured. Goodyear is the largest supplier of original equipment tires. Sales of the other major rubber companies also are lower than last year, he said.

The bright spot at Goodyear is a sales gain for renewal tires. The company, which is involved in nine other fields besides tires, also is recording sales gains in some of its other operations, including flooring and films products, Mr. Zonsius said.

■ **Needham, Louis & Brorby** has not noted any budget cutting. (The agency's billings at this time are roughly 5% ahead of last year.) No slowness in appropriations has been noted. Billings have been up to the agency's projections, made several months ago.

There has been "no material change at all," Harold B. Smith, vp, said. He attributed the agency's good position in part to the fact that most of its accounts are in the consumer products field, especially food. He thinks that retrenchment is more likely to occur in the industrial and heavy goods field.

■ **Kraft Foods** is not complaining about the recession. It has finished the biggest year in its history and definitely has not felt any "recession pinch" in sales.

Current advertising appropriations are up—by about 18%—compared to last year's. It is an increase in all lines and includes new products, Robert Davis, general advertising manager, said.

"In recessions, people cut back on other things, but they don't give up good food. They spend more on basics," he explained. Mr. Davis believes the situation is typical in the food industry.

■ Carroll L. Cheverie, treasurer of **Clinton E. Frank Inc.**, Chicago, said, "Generally speaking, there has been no appreciable slacking off in ad appropriations among our accounts. In fact, we expect 1961 to be a much better year for us than 1960."

He admitted that addition of important new accounts including Continental Oil Co. ($3,500,000) in middle or late 1960 will help boost the agency's 1961 volume.

He said he believes that his agency's picture may not be typical and that there has been a little cutting back in some areas. He believes that a "wait and see" attitude is slowing some advertisers in shaping new appropriations. He commented that too many advertisers were over-optimistic at the start of 1960, but that their optimism was merely "bad timing"; that the increased business they saw at that time will be forthcoming in 1961 and 1962.

■ George Sandell, staff advertising administrator of **Minnesota Mining & Mfg. Co.**, Minneapolis, said that advertising appropriations for 3M are ahead of last year, despite the recession. Actually, he said, the company has felt the recession only in the sales of products it makes for the automotive industry ("That's the nice thing about diversification"). In all other sectors, he said, 3M is planning aggressively and is busy with new products and with its newly acquired Revere Camera Co.

■ **Campbell-Mithun** reports that the ad budgets of all of its clients are the same or higher than 1960, with one exception. The lone exception is Northwest Orient Airlines, which has curtailed its ad expenditures because of a union jurisdictional strike, which has hampered operations.

The agency is optimistic about 1961 and predicts that its billings may better the 1960 level. C-M said it felt that other agencies in Minneapolis-St. Paul were not feeling the recession pinch. More than half of C-M's billings are in the food and grocery product fields.

■ **Geyer, Morey, Madden & Ballard**, New York, indicated that most of the agency's clients are individually increasing their ad budgets. The agency hasn't noticed any temporary slicing off at the edges. Exception: It's no secret that the automobile industry has been tightening its belt, ADVERTISING AGE was told.

■ A large industrial chemical company, which asked to remain unidentified, reported companywide ad appropriations down, although corporate advertising and advertising in two divisions remain the same as in 1960.

The company said that this situation, in which ad budgets are down or the same as last year, prevails in its industry. This industry has been so used to growing in the past years that this slowing down process comes as a distinct shock to the industry, the company said.

Sales in 1960 were up only 2%-3% over 1959 sales (a smaller increase than in the past); so far this year they are slightly ahead of 1960.

The company was unable to estimate whether an upturn is in sight. Its sales are seasonal and right now farm chemicals and fertilizers sales are brisk, but it is difficult to tell whether this augurs any upturn or whether it is simply a seasonal spurt.

■ **Eastman Kodak Co.**, Rochester, N. Y., reports that its 1961 ad budget is running "approximately the same" as last year. According to A. D. Johnson, advertising manager, the company is not cutting back advertising of any of its products, and expects that the total budget by the end of the year should approximate last year's.

■ **Kroehler Mfg. Co.**, Naperville, Ill., the Mr. Big of furniture industry advertising, has been feeling the recession, with sales down from last year. Richard Burow, merchandising manager, said the whole industry is suffering from a sales drop because of the poor retail furniture business.

Sagging sales have caused Kroehler's ad budget this year to be reduced from last year. Ad budgets for both upholstered furniture and case goods have been reduced, but the company hopes to increase promotion in the fall.

Mr. Burow said Kroehler has had a little pickup in sales in the last few weeks and hopes it will continue.

■ **Norge division of Borg-Warner Corp.**, Chicago, while feeling the sales pinch common to the entire appliance industry, has not cut back its advertising, but will spend about $200,000 more this year than last. Jack Pettersen, Norge advertising manager, said that much of the increase is for its new coin-operated dry cleaners, which are being heavily promoted and doing well saleswise.

However, Norge has been feeling a general sales squeeze for the past 11 months, Mr. Pettersen said, adding that the whole appliance industry is down 10%-20% in sales. He said most of the other appliance makers have cut ad budgets, keeping pace with declining sales.

During the past several weeks Norge has noted some increases, but "we have no way of knowing whether this will keep up," Mr. Pettersen said. He said Norge distributors have begun buying slightly more. He said everyone in the industry hopes for a pickup in the fall.

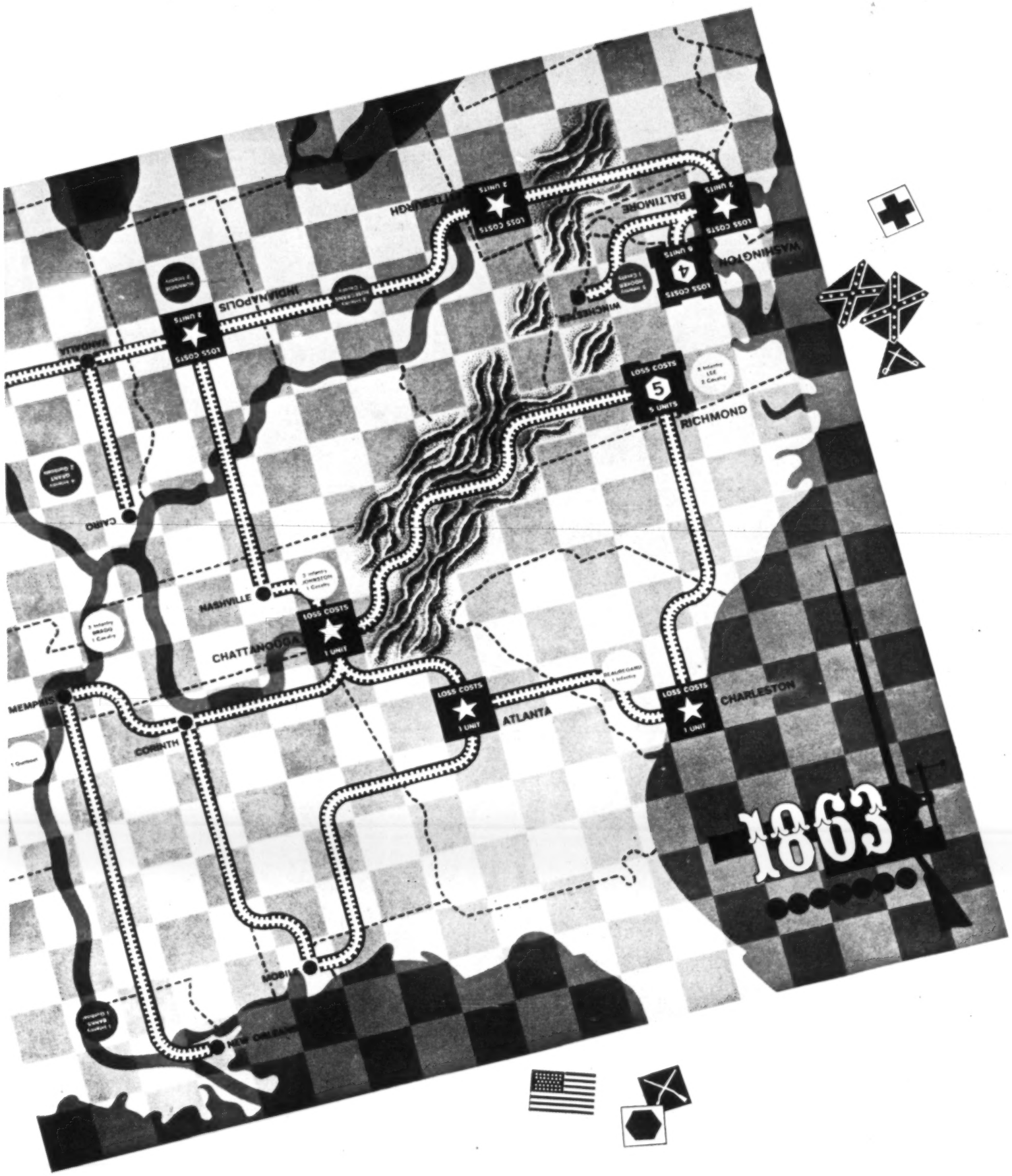
■ **Tatham-Laird**, Chicago, finds that "generally the so-called recession has not seriously affected its clients," Kenneth Laird, president, said. Mr. Laird explained that most of its clients are in the food and drug business and that those usually are the last to feel a recession.

Mr. Laird said that unlike the hard goods fields, advertising for foods and drugs is the most useful tool to make sales when competition is keen.

He said that many advertisers in the hard goods fields have made cutbacks in advertising. He explained that with many Tatham-Laird clients, competitive circumstances, rather than a recession, have influenced current advertising budgets, pushing some of them up, rather than down.

■ At a stockholders meeting last month, **Armour & Co.** reported that first quarter earnings of its food division were down but added that earnings of Armour Chemical Industries were the same as in 1960. The company has embarked on a $60,000,000 program of capital expenditures for the production of chemicals and will invest some $15,000,000 in capital expenditures for its food operations.

Despite a dip in earnings, Armour's advertising budgets are up "several" percentage points over 1960. The company estimated that the advertising outlays of its two chief competitors—**Swift & Co. and Wilson & Co.**—are about the same as last year. #



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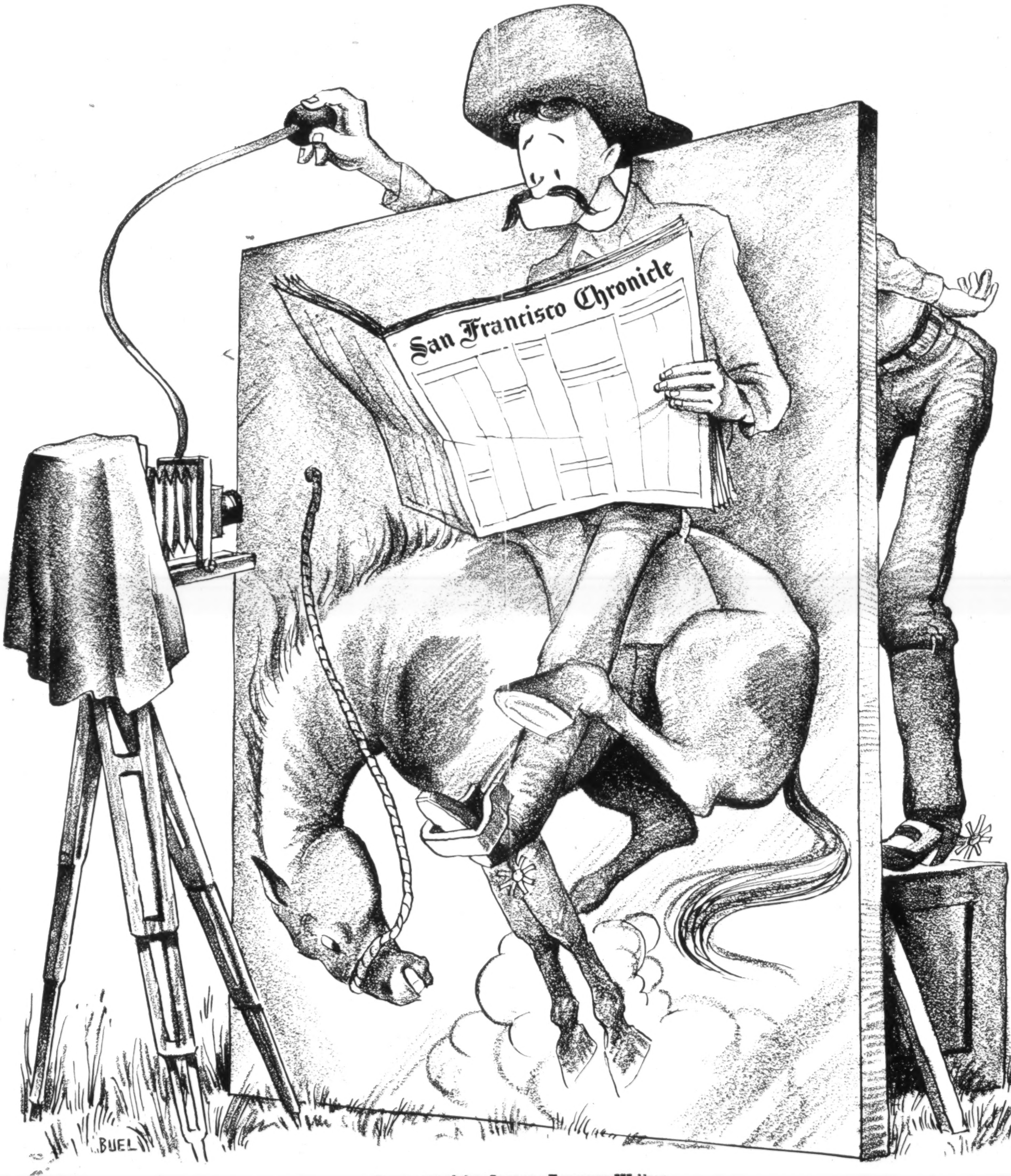

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